

Strategic Management Essentials

Foundation Strategic Management Programme

Course Strapline

Build a practical end-to-end understanding of strategic management, from external analysis and strategic choice to execution, performance review and adaptation.

Course at a Glance

Course Duration	Five days / 25 instructional hours On-demand equivalent	Delivery Modes	Classroom Live Virtual On-Demand Blended In-company
Level	Foundation	Digital Materials	Integrated strategy case, analysis workshops, decision exercises and practical strategic-management tools
Certificate	INDENTRA course-completion record, where applicable	Professional Recognition	PMI Talent Triangle® - 25 PDUs

PMI Talent Triangle® and Professional Development Units (PDUs)

Total PDUs: 25	Ways of Working: 8	Power Skills: 4	Business Acumen: 13
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Course Overview

Strategic Management Essentials provides a practical foundation for understanding how organisations analyse their environment, make strategic choices, translate those choices into priorities and monitor whether strategy is creating the intended value. The course connects external analysis, internal capability, stakeholder expectations, business models, strategic options, execution discipline, performance measures and organisational learning. Across five modules, participants work with an integrated organisational case and create practical outputs that can be adapted to their own context.

Learning Outcomes

By the end of this course, you will be able to:

- Explain the strategic-management cycle and the relationship between analysis, choice, execution and review.
- Assess external trends, competitive forces, stakeholders and uncertainty and evaluate organisational resources, capabilities, constraints and sources of advantage.
- Translate strategic issues into coherent options, explicit criteria, trade-offs and strategic priorities.
- Develop strategic objectives, initiatives, ownership arrangements and execution priorities and identify associated risks, dependencies and governance requirements.
- Select meaningful measures that connect activity, outcomes and value and use review evidence to challenge assumptions and adapt strategy when conditions change.

Benefits

Benefits to the Individual • Build an end-to-end understanding of analysis, choice, execution and review. • Use practical tools to assess context, capability, options and trade-offs. • Translate strategy into objectives, priorities, ownership and measures. • Strengthen strategic judgement and workplace application.	Benefits to the Organisation • Improve the connection between strategic analysis, choices and execution. • Strengthen prioritisation, ownership, governance and resource alignment. • Use meaningful measures to connect activity, outcomes and value. • Support evidence-based review, learning and adaptation.
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Who Should Attend?

Designed for managers and team leaders contributing to strategy; project, programme and PMO professionals linking delivery to organisational priorities; business analysts, finance, operations and functional professionals supporting strategic decisions; and professionals preparing for broader management responsibility.

Prerequisites and Equipment

No formal strategic-management qualification is required. Practical organisational experience and a willingness to analyse real business choices are helpful. A laptop or tablet may support digital materials and case work.

Learning Approach

The programme combines core strategy concepts with an integrated case, analysis workshops, decision exercises and structured challenge. Participants connect strategic context, external and internal analysis, option development, choice, execution, review and adaptation. On-demand learning follows the same sequence through structured digital content, guided case work, examples, knowledge checks and practical outputs.

Digital Learning Materials

Digital participant resources support classroom, virtual, blended and on-demand learning and may include:

- Digital workbook covering strategic context, external analysis, internal capability, strategic choice, execution and review.
- Templates for environmental scanning, stakeholder analysis, capability assessment, option evaluation, strategic objectives and review.
- Integrated strategy case, analysis exercises, decision scenarios and worked examples.
- Knowledge checks and job aids covering analysis, choice, prioritisation, execution, measures and adaptation.
- Reusable strategic-management artefacts and workplace-transfer plan.

Assessment, Certification and Professional Recognition

Completion requires participation in applied exercises or equivalent on-demand activities; the integrated strategic-management case; the core participant outputs and action plan; and a final strategy review or structured self-paced equivalent. An INDENTRA completion record may be provided where applicable. No third-party certification is claimed unless explicitly confirmed. Eligible PMI credential holders may claim 25 Education PDUs: 8 Ways of Working, 4 Power Skills and 13 Business Acumen.

Course Outline

The course comprises five integrated modules and 25 instructional hours, typically over five days. The on-demand equivalent preserves the same outcomes, guided case work, knowledge checks and practical outputs in a structured self-paced format.

Module 1 - Strategic Management Foundations and Strategic Context

Establish the strategic-management cycle and clarify purpose, strategic intent, levels of strategy, stakeholder expectations and governance.

- Purpose, vision, mission and strategic intent.
- Strategy as choices and trade-offs.
- Levels of strategy and stakeholder expectations.
- Strategic-management cycle and governance.

Applied Activity - Strategic Context and Issue Map

Participants use the integrated case to clarify strategic context, stakeholder expectations, strategic issues and the choices that require management attention.

Module 2 - External Environment, Competition and Uncertainty

Analyse external trends, competitive forces, stakeholders, ecosystems and uncertainty to identify issues that may affect strategic direction.

- PESTLE and environmental scanning.
- Industry and competitive forces.
- Stakeholder and ecosystem analysis.
- Trends, uncertainty and strategic issues.

Applied Activity - External Analysis Workshop

Participants summarise the most material trends, forces, stakeholder implications and uncertainties affecting the case organisation.

Module 3 - Internal Capability, Business Models and Strategic Choice

Assess organisational capability and business-model logic, develop strategic options and make explicit choices using evidence and trade-offs.

- Resources, capabilities and constraints.
- Value creation and business-model logic.
- SWOT/TOWS and option development.
- Choice criteria, trade-offs and strategic priorities.

Applied Activity - Strategic Option and Choice Matrix

Participants combine external and internal analysis to develop options, define criteria, compare trade-offs and recommend coherent strategic priorities.

Module 4 - Strategy Execution and Organisational Alignment

Translate strategic choices into objectives, initiatives, ownership, resource alignment and governance arrangements that support execution.

- Objectives, initiatives and ownership.
- Operating-model implications.
- Resource alignment and change.
- Execution risks, governance and communication.

Applied Activity - Strategy-on-a-Page and Execution Priorities

Participants convert strategic choices into a concise objective map, priority initiatives, ownership arrangements and the key execution risks and dependencies.

Module 5 - Performance, Learning and Strategic Adaptation

Use measures, review rhythms and evidence to test assumptions, learn from execution and adapt strategy when conditions change.

- Strategic measures and scorecards.
- Review rhythms and decision forums.
- Assumptions, signals and corrective action.
- Strategic learning and adaptation.

Applied Activity - Strategic Review and Adaptation Workshop

Participants review performance evidence, challenge key assumptions, identify corrective or adaptive actions and prepare a practical workplace-transfer plan.

Tools, Frameworks and Practical Outputs

Participants progressively build and use a practical set of strategic-management artefacts through the integrated organisational case:

- Strategic context and issue map plus external and internal analysis summary.
- Strategic option and choice matrix with explicit criteria and trade-offs.
- Strategy-on-a-page or strategic objective map with execution priorities and ownership.
- Strategic review checklist and workplace-transfer action plan.

Delivery Modes Available

Live Classroom | Live Virtual Classroom | On-Demand Learning | Blended Learning | Corporate / In-company. Classroom delivery uses facilitated discussion, strategic cases, workshops, practical tools and immediate feedback. Live virtual delivery uses collaborative workspaces, breakout activities, coached practice and guided application. On-demand learning provides a structured self-paced route using the same core outcomes, digital resources, guided case exercises, worked examples, knowledge checks and practical outputs. Blended learning combines preparation, live sessions, applied assignments, workplace tools and follow-up. Corporate delivery may incorporate organisational terminology, strategic priorities, industry context, decision processes and anonymised cases where appropriate.

Course Enquiries

Visit www.indentra.co.uk/strategic-management-essentials for the latest course information, delivery availability and enquiry options.