

Corporate Strategy

(Level C)



Underpinning Competencies

- Directional Clarity
- Thinking Clearly and Analytically
- Making Decisions and Weighing Risk
- Setting Goals and Standards
- Change Orchestration

Linked Assessments (where applicable)

N/A

This module looks at the process of adopting a strategic approach to management (from the wider strategic level to the operational level within the organisation). It provides you with an overall foundation for strategic management and therefore for all the other modules in the 20/20 MDS™ series.

It explores planning issues in very broad terms, giving you the opportunity to apply specific skills, knowledge and understanding to your own management role.

Objectives

At the end of this module you will be able to:

- describe the relationship between the strategic, operational and tactical levels of management within an organisation
- undertake an analysis of your organisation, its external operating environment and the factors relevant to effective management
- evaluate competitors and collaborators
- analyse the culture, stakeholders, stage of development and internal strengths/weaknesses within your organisation
- link strategies, plans, objectives and tactics to your organisation objectives
- establish the organisational context for the continuing development of your management skills, knowledge and understanding.