WINNING WITH BUSINESS STRATEGIES

October 21 – 23, 2020
Online

October 20 – 22, 2021
ESMT Berlin

FROM PLANNING TO EXECUTION
Developing and executing a strategy is one of the most important skills for an executive. As competitive pressures grow and the environment is changing faster and more unpredictable than ever, continuously evolving strategic planning and implementation becomes more vital than ever. What are the best ways for an organization to create a strategic advantage? Where can we find strategic opportunities in an increasingly globalized marketplace? Which strategies are likely to succeed, and which ones face the greatest implementation hurdles?

Our program provides insights into how to design and execute a competitive strategy in both mature business lines and new enterprises to steer an organization’s business activities in the right direction.

**KEY TOPICS**

- Strategy fundamentals
  - Defining the playing field: What strategy is all about
  - Generating strategic insights: Status and future of your business
- Strategic planning
  - Competitive positioning and business strategy
- Strategy execution
  - Strategy implementation: The art of action

**METHODS**

We have designed an experience-based program for executives. As a result, Winning with Business Strategies relies on methods specifically chosen for this group, including business cases, lectures, discussions with peers and faculty, group work, and plenary discussions.

**WHO SHOULD ATTEND**

Managers involved in strategic decision making and implementation of business units in established companies as well as executives in new corporations seeking to generate a strategic advantage.

**KEY BENEFITS**

- Creating a sustainable strategic advantage
- Sharpen strategic acumen and apply strategic thinking to creating a strategic advantage for the business
- Designing and formulating winning competitive strategies
- Building your strategic advantage
- Executing strategies securing long-term firm-value

**COMPANY REPRESENTED INCLUDE**


**COUNTRIES REPRESENTED INCLUDE**

- Austria, Belgium, Brazil, Denmark, Finland, France, Germany, Greece, Hungary, Italy, the Netherlands, Nigeria, Poland, Portugal, Republic of Korea, Romania, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom
What a wealth of experience. This program helped me to identify critical gaps, and allowed me to redesign my strategy accordingly.

Thomas Knauel, Director Product Marketing, Bosch Security Systems
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Winning with Business Strategies is part of the cluster Managing Technology and Strategy and counts toward 3 of the 18 days necessary to gain the diploma.