



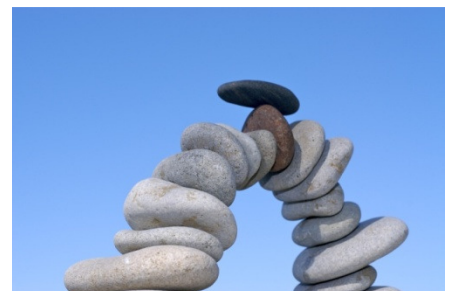
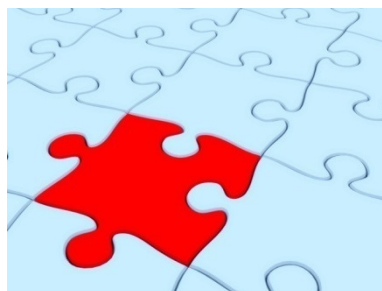
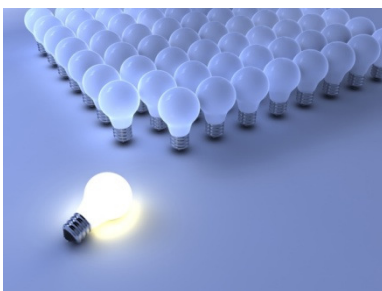
# McKastle

ASSOCIATES LTD

innovation | strategy | technology

## WINNING STRATEGY

A one day intensive training programme on business strategy, for Engineers, Scientists, and Technologists



## HIGH TECHNOLOGY SECTORS NEED PEOPLE WITH STRONGER AND BROADER SKILLS

“High-Technology sectors need a strong supply of people skilled in science, technology, engineering, and mathematics. However, narrow technical skills are not sufficient for innovation. Education and Training must develop the capabilities necessary for innovation, specifically more interdisciplinary skills and stronger business skills.”

Total Innovation, NESTA, May 2008

### Developing Strategic Leaders is Critical to the Success of Your Business

Between 1990 and 2000 40% of Fortune 500 companies disappeared. Globalisation has increased competitive threats and opportunities, and organisations must ensure that they develop leaders with knowledge and skills in the key area of business strategy in order to survive and prosper.

**WINNING STRATEGY** is an intensive one day programme which delivers comprehensive training on the latest strategic principals, models, and practices. Packed with real life examples and case studies, together with group exercises and follow on resources, delegates will gain the knowledge required to think and act strategically within their organisations.

#### Who Should Attend?

**WINNING STRATEGY** is specifically designed for Engineers, Scientists, and Technologists who manage (or have the potential to manage) projects, people, and budgets within high technology organisations. The programme focuses on their training requirements, as well as providing an excellent networking opportunity.

## PROGRAMME CONTENT

### 1. Introduction – What is Strategy?

- Definitions of Strategy
- Historical Perspective
- Ansoff’s Planning School

### 2. Michael Porter

- Porters 5 Forces
- Generic Strategies
- The Value Chain

### 3. Resource Based View

- Competitive Advantage
- Core Competencies
- Case Study: Honda

### 4. Blue Ocean Strategy

- Creating New Markets
- Blue Ocean Methodology
- Case Study: Yellowtail

### 5. Enter the Consultants...

- McKinsey’s 5 S Strategy
- BCG Matrix
- Balanced Scorecard

### 6. Strategy as Practice

- Strategic Leadership
- Change Management
- Review

## BENEFITS

This unique one day training programme improves knowledge and skills, develops strategic leaders, and supports career growth and CPD. Programme includes comprehensive workbook, access to follow on resources, certificate for CPD records, and is an excellent networking opportunity.