

► OVERVIEW

INTRODUCTION

In order to compete successfully in an ever-changing business context, leaders are required to think and act strategically on a continuous basis. However, the art of strategic management, along with its associated practices, is the most under-utilised tool in the toolbox of business leaders.

The Master Class in Strategy of USB Executive Development Ltd (USB-ED) is aimed at sharpening the strategic alertness of business leaders. During this programme, participants will be equipped to create sustainable competitive advantages for their organisations, through being exposed to a combination of practical, experiential and theoretical best practices in the domain of strategic management.

WHAT SETS THIS INTERVENTION APART?

The Master Class in Strategy is aimed at stimulating strategic thinking and preparing minds that are capable of making sound decisions based on a combination of strategic frameworks and thinking tools.

The strategy of a successful organisation is a vibrant part of the DNA of that organisation. This empowers all of its employees to contribute actively to its execution from an informed perspective. Innovative thinking and execution is essential for sustainable business performance.

PAST PARTICIPANTS' COMMENTS

"The big buzzword "strategy" was broken down into its smallest facets, to enable greater understanding of the processes involved in applying a very complex and challenging concept. The course is presented in interactive, participatory and visually stimulating ways." – Zaitoon Rabaney, Executive Director, Botanical Society of South Africa.

"I have attended so many training interventions but this one was really worth my while and the money invested is already having returns. Being on your course not only validated some of the values, beliefs and practices that I have engaged in in the past but it certainly inspired me to look within and to work smarter and to continue inspiring myself and staff." – Brenda Da Silva, City of Cape Town

► WHO

WHO SHOULD ATTEND?

The Master Class in Strategy is aimed at individuals who are ready to be enthused with fresh ideas regarding strategic management and who are:

- senior and experienced leaders in organisations, taking responsibility for the strategic direction-setting of the firm or business unit;
- specialists who advise on the future strategy of the firm or business unit.

FACULTY PROFILE

Prof Marius Ungerer is resident associate professor in Strategic Management on the MBA programme at the University of Stellenbosch Business School (USB). Before joining the USB in April 2008, he worked on various assignments in a wide spectrum of industries such as financial services, manufacturing, information technology, aviation, and education and training for more than twenty-five years. His main areas of specialisation are Strategy, Change Management and Leadership.



WHEN & WHERE

CAPE TOWN

10 – 11 May 2012

JOHANNESBURG

16 – 17 October 2012

Class times: 08:15 - 17:30

FEES

FEES

R5 950

Please note that programme fees, faculty and dates are subject to change.

ENQUIRIES

CONTACT PERSON

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► BENEFITS

HOW WILL YOU BENEFIT?

On completion of this programme, participants will have:

- an understanding of the emerging and adaptive nature of strategy as a living organisation reality based on a sound positioning and planning baseline;
- an appreciation of the importance of strategic thinking and how to stimulate and build this as an organisational capability;
- an appreciation of the uniqueness of strategy and the multiple drivers of business success;
- a personal focus for future strategic attention and effort.

► WHAT

CONTENT OVERVIEW

The following content will be covered:

THINKING CAPACITY STIMULATION

What is preventing us from thinking more strategically?

COMPETITIVE POSITIONING

What are the latest trends and patterns?

STRATEGY INNOVATION PRACTICES

What templates are available to stimulate fresh thinking?

STRATEGY EXECUTION

How do we plan in a fast-changing environment? The content will be presented through a combination of best practice illustrations in the form of case studies and facilitated dialogues. The learning experience will be grounded on strategy theory.

NQF ALIGNMENT

This programme is presented on the complexity level of an NQF 8.

► FEES

FEES

R5 950

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

CANCELLATION POLICY

It is of utmost importance that USB-ED be formally notified of cancellation 14 days prior to the commencement date of the programme.

A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

Please note that programme fees, faculty and dates are subject to change.