



# دورة تدريبية متقدمة في مجال الإدارة الإستراتيجية المؤسسية (ESM)



**AGILE LEADERS**  
Training Center

19 - 23 Jan 2027

مدرب



## دورة تدريبية متقدمة في مجال الإدارة الإستراتيجية المؤسسية (ESM)

الرجوع: 24\_11951 التاريخ: 19 - 23 Jan 2027 الموقع: مدريد الرسوم: Euro 5700

### Enterprise-Wide Strategic Management ESM Training Course Overview:

The 'Enterprise-Wide Strategic Management Training Course' offers a comprehensive understanding of ESM in the Global Business Environment. Dive deep into the roots with Historical Aspects of Strategic Management and Management Theories. Develop a keen Business Context awareness, understand the extended enterprise, and apply Strategic Business Development SBD methodologies. Enhance Enterprise-wide Leadership Qualities and explore the Principles of Strategic Leadership essential for Sustainable Success.

### Target Audience:

- C-Suite Executives aiming to enhance their Enterprise-wide Leadership Qualities
- Middle Managers focused on Strategic Business Development
- Professionals aiming for certification through the ESM Certification Course
- Individuals keen on Leading Change in a dynamic business environment

### Targeted Organizational Departments:

- Strategic Planning and Business Development for mastering Strategic Analysis
- Leadership and Training Departments for courses like Business Leadership Training
- Research & Development for understanding Market Spaces

### Targeted Industries:

For industries like Technology, FMCG, and Healthcare, where the Global Business Environment plays a significant role, understanding Forces Affecting Business and Market Spaces becomes crucial. This course provides insights into Strategic Management Framework, focusing on both External Context and Internal Capabilities.

### Course Offerings:

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

- Understand and implement the Strategic Management Framework
- Master techniques for Crafting Business Strategies and Strategic Action Plans
- Dive deep into External Context and Internal Capabilities
- Recognize and leverage Business Opportunities through comprehensive Strategic Analysis

## Training Methodology:

This course leverages a blend of interactive sessions focusing on ESM Perspectives, case studies exploring Market Spaces, group work on crafting Value Proposition, and feedback sessions to reinforce learning. The ESM Training Workshop elements and the Leading Change Training Workshop offer hands-on experiences to participants.

## Course Toolbox:

- ESM Workshop Toolkit: Interactive tools for Strategy Formulation •
- Comprehensive reading materials on Management Theories and Historical Aspects of Strategic Management •
- Templates for Crafting Business Strategies and Strategic Action Plans •

## Course Agenda:

### Day 1: Laying the Groundwork for Enterprise-Wide Strategic Management

- : Introduction to Enterprise-wide Strategic Management: The Big PictureTopic 1 •
- : Business 101: A Glimpse of Business Context and the Extended EnterpriseTopic 2 •
- : The Soul of ESM: Overarching Perspectives and FrameworkTopic 3 •
- : Journey Through Time: Historical Aspects of Strategic ManagementTopic 4 •
- : Merging Traditions: Connecting SBD with ESMTopic 5 •
- : Embracing the Holistic Vision of Enterprise StrategyReflection & Review •

### Day 2: Delving into Leadership and the Changing Business Environment

- : Leadership at the Helm: Introduction to Enterprise-wide Strategic LeadershipTopic 1 •
- : Crafting the Future: Principles and Qualities of Strategic LeadershipTopic 2 •
- : The Road to Perpetuity: Sustainable Success in BusinessTopic 3 •
- : Change in the Winds: Leading Transformations in a Global ScenarioTopic 4 •
- : The World Stage: Selected Forces Shaping Business TodayTopic 5 •
- : Reflecting on Leadership and Adapting to a Global Business MilieuReflection & Review •

### Day 3: Navigating Market Spaces and Establishing Strategic Foundations

- : Beyond Conventional Markets: Introduction to Market SpacesTopic 1 •
- : Tailoring Value: Perspectives on Markets, Customers, and OfferingsTopic 2 •
- : Timeless Opportunities: Uncovering Business Potentials in Market SpacesTopic 3 •
- : Strategic Building Blocks: Introduction to Strategic Management Framework and AnalysisTopic 4 •
- : Charting the Course: The Process and Planning of Strategic ManagementTopic 5 •
- : Appreciating Market Dynamics and Aligning with Strategic FundamentalsReflection & Review •



## Day 4: Sculpting Strategy: Formulation, Planning, and Implementation

- : The Blueprint of Success: Strategy Formulation EssentialsTopic 1
- : Business Strategies: Crafting Logic, Direction, and PurposeTopic 2
- : Making Moves: Designing Strategic Action Plans and InitiativesTopic 3
- : In-depth Examination: Evaluating Strategies through the Inner LoopTopic 4
- : From Blueprint to Reality: Implementation of Strategic DecisionsTopic 5
- : Strategy from Inception to Execution - A RecapReflection & Review

## Day 5: Reflections, Execution, and Forward-Thinking in ESM

- : Operational Excellence: Mechanisms and Means of Strategy ExecutionTopic 1
- : Strategy at Play: Implementation, Evaluation, and Execution InsightsTopic 2
- : The Road Ahead: Predicting and Adapting to the Future Direction of ESMTopic 3
- : Making Sense of It All: Reflecting on the Essence of Enterprise-wide Strategic ManagementTopic 4
- : The Bigger Picture: Concluding Thoughts on ESMTopic 5
- : Summarizing ESM: Next Steps and Preparing for TomorrowReflection & Review

## How This Course is Different from Other Strategic Management Training Courses:

'Enterprise-Wide Strategic Management Training Course' offers an unmatched blend of theoretical understanding and practical insights. With dedicated modules on Leading Change, this course goes beyond generic strategy lessons. Emphasis on hands-on tools like Strategic Analysis Training, in-depth Market Spaces exploration, and Value Proposition design sets this course apart. It's not just a course, but a comprehensive workshop with immediate applicability.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السيبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



براغ - جمهورية التشيك



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجبار - تنزانيا



روما - إيطاليا



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر

## مدن التدريب



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



نيس - فرنسا



نairobi - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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