

Strategic Analysis

Course Overview

Formulation of Business Strategy requires an understanding of the internal and external business environments in which an organization operates. *Strategic Analysis* describes how several of the most common Strategic Analysis tools and techniques can be used to characterize macro-economic and other factors that can help shape optimum strategy. After reviewing core concepts, participants engage in several hands-on exercises in order to gain first-hand experience with Michael Porter's Five Forces; Porter's Diamond; Marketing 5 C's; Strengths, Weaknesses, Opportunities and Threats (SWOT); PESTEL analysis; and more. Topics include:

- Strategy and Strategic Analysis
- Enterprise Analysis Applied to Strategy
- Mission - Goals - Strategies
- Projects create Business Value
- Business Value promotes Strategy
- Determining industry competitive structure and profitability
- Moving from Analysis to Strategy
- Determining National Competitive Advantage
- Strategies for Economic Advantage
- Examining a company's operating environment
- Sources of Competitive Advantage
- Macro-economic factors
- Threats from Weakness; Opportunities from Strength

Who should attend

This course is of equal value to both domestic- and internationally-focused organizations. It is recommended for senior staff and analysts with direct or indirect responsibility for building their organization's competitive advantage or improving its ability to accomplish its Mission.

Class Information

- **Course I.D. Number:** 1200
- **Delivery:** Virtual or onsite
- **Participants receive:**
 - CBAP® certified instructor
 - Comprehensive Participant Guide
 - Certificate of Participation
 - 14 CDUs /PDUs (Technical: 4 Leadership: 3 Strategic: 7)
- **Duration:** 2 days
- **Typical class size:** 7 to 15 attendees

Learning Approach

- A highly qualified instructor will use interactive lecture format, numerous hands-on exercises, team activities, group discussions, and more to drive home the essential points of this material
- We will build on your prior experience in this topic, while providing you with a structure and vocabulary to use in strategic analysis.

Licensing

Use this course to teach your students!

This course is available under license to qualified Training Providers. See: <http://www.cvr-it.com/coursewareondemand/> for details or contact us: 800.877.8129 or info@cvr-it.com

Essentials of Business Analysis

Course Outline

Section 1: Introduction to Strategic Analysis

- Strategy and Strategic Analysis
- Enterprise Analysis
- Mission - Goals - Strategies
- Projects Fulfill Strategy
- Business Value

Section 2: Porter's Five Forces

- Description of the tool
- How it is used
- Forces
 - Competitive Rivalry
 - Buyer Power
 - Supplier Power
 - Threat of Product Substitution
 - Threat of New Entrants into an Industry
 - Complementors (Sixth Force)

Section 3: Porter Diamond

- Description of the tool and its use
- Firm strategy, structure, and rivalry
- Related supporting industries
- Demand conditions
- Factor conditions
- Government
- Chance

- Strategies for Economic Advantage

Section 4: 5 C's Analysis

- Description of the tool
- How it is used
- Company
 - VRIO analysis
- Customers
- Competitors
- Collaborators
- Climate (Context)
 - PESTEL analysis

Section 5: SWOT

- Description of the tool
- How it is used
- Strengths
- Weaknesses
- Opportunities
- Threats

Section 6: Putting It All to Work

- Applying primary tools
 - Porter's Five Forces
 - Porter Diamond Analysis
 - PESTEL Analysis

Final Course Review

This course includes hours of hands-on exercises that reinforce learning and retention. Well-structured exercise templates help bring core principles to life and make the tools approachable even to those new to the topic.

Numerous online references are provided to guide additional study.