



THE AMERICAN  
UNIVERSITY IN CAIRO

SCHOOL OF  
**BUSINESS**

EXECUTIVE EDUCATION



# Senior Management Guide for a Reliable, Effective, and Sustainable Strategy



## 1) GENERAL INFO:

**Program Level:** Executive

**Duration:** Four separate One-Day workshops

**Price per person:** 1,950 LE for each day of the separate 4 days.

(3,850 LE for choosing 2 days, 5,750 LE for 3 days, 7,600 LE for the whole program).

**Special Discount** if closed on a company registering 10 participants.

## 2) PROGRAM OVERVIEW:

In the current global and regional fast changing economy, the hardest challenge facing executives is creating a sound strategy and maintaining it. A disciplined focus on strategy has become crucial for success. Senior Management Guide for a Reliable, Effective, & Sustainable Strategy Program is designed to help you rightfully evaluate your current strategy, and provide you with the means to create and implement new strategies.

This Program (One-day separate workshops series) aims to help the Egyptian local company leaders to broaden their perspective on how to make their organizations more competitive. It gives the audience an insight about how to formulate, implement, & maintain a reliable strategy that can work. This is in addition to integrating with the organizational system to foster & ease its execution.

Considering the importance of strategic thinking and management, this program presents an approach to strategy development that stresses the importance of analysis, tradeoffs and fit in achieving and sustaining a competitive strategy. Participants will listen to, present, and discuss the components of strategic management in highly interactive sessions individually and in groups.

**In sum, this program provides executives who are responsible for creating or implementing strategy in the organizations with tools and frameworks that will clarify and enhance their strategic thinking.**

## 3) PROGRAM STRUCTURE (The 4 one-day workshops):

The program is divided into 4 stand-alone yet completing each other parts, each is a one-day course that can be taken separately -if needed-, or collectively among the whole program for maximum benefit (24 hrs, 6 hrs each). I.e., you can choose to take a day, two, three, or the whole four-day program scattered over 4 quarters (one per quarter) as follows: One-day

### Benefits:

- Ability to link strategy components.
- Ability to ensure strategy implementation and updates.
- Ability to evaluate & audit strategies.

## **Course 1: Formulating a Reliable Strategy**

In this course participants engage in understanding and analyzing the company external and internal environments in order to come up with sound and solid realistic corporate and business strategies that can survive.

## **One-day Course 2: Ensuring Strategy & Infrastructure compatibility**

In this course the participants will learn how the company infrastructure whether hard (governance and hierarchy) or soft (culture and behavior) are crucial in the success of any strategy. Participants will as well engage in discussion and workshop for ensuring compatibility between structure and strategy.

## **One-day Course 3: Effective Strategy Implementation**

In this course the participant will experience why 75% of the planned strategies fail to achieve its goals. This is in addition to the major implementation challenges that may face the implementation, and how workgroups should be working to minimize or avoid such challenges.

## **One-day Course 4: Sustaining Strategy Success**

In this course participants will realize that strategy can't sustain without effective and efficient monitoring, control, and evaluation. Participants will discuss suitable frequencies and tools for monitoring and the evaluation philosophy that sustains success. Each day is divided into 2 sessions where each session starts by introducing the concepts along with discussions, then during the 2nd half of the session a workshop is held to ensure the practical application of the concept.



## DETAILED OUTLINE:

### Part I Formulating a Reliable Strategy



Session	Tools	Time
<b>1. Understanding Environmental Challenges.</b> <ul style="list-style-type: none"><li>• Understanding the significance of strategic thinking and management.</li><li>• Reading the External Environment.</li><li>• Scanning the Internal Environment.</li><li>• Analyzing environment for setting Strategy.</li><li>• Workshop for application; Scanning and Analyzing.</li></ul>	<ul style="list-style-type: none"><li>• Lecture</li><li>• Discussion</li><li>• Workshop Groups</li></ul>	<ul style="list-style-type: none"><li>• 10am to 1pm</li></ul>
<b>2. Ensuring the right flow of Planning</b> <ul style="list-style-type: none"><li>• Fostering the company philosophy through Generic Strategies.</li><li>• Setting the direction through Corporate Strategies.</li><li>• Matching the Business Strategies.</li><li>• Optimizing success through avoidance of dumb strategies.</li><li>• Workshop for setting a reliable strategy.</li></ul>	<ul style="list-style-type: none"><li>• Lecture</li><li>• Discussion</li><li>• Workshop Groups</li></ul>	<ul style="list-style-type: none"><li>• 2pm to 5pm</li></ul>



## Part 2: Ensuring Infrastructure Compatibility

Session	Tools	Time
<b>1. Building the compatible hard infrastructure</b> <ul style="list-style-type: none"><li>• Considering Corporate Governance to avoid implementation conflict.</li><li>• Building the matching corporate structure.</li><li>• Linking structure parts.</li><li>• Avoiding the structural mistakes.</li><li>• Workshop for application; Building an efficient Structure.</li></ul>	<ul style="list-style-type: none"><li>• Lecture</li><li>• Discussion</li><li>• Workshop Groups</li></ul>	<ul style="list-style-type: none"><li>• 10am to 1pm</li></ul>
<b>2. Utilizing &amp; guiding the soft infrastructure</b> <ul style="list-style-type: none"><li>• Understanding the company culture.</li><li>• Realizing the company behavior.</li><li>• Optimizing the company norms.</li><li>• Linking values and culture to ensure smooth implementation.</li><li>• Workshop for culture optimization.</li></ul>	<ul style="list-style-type: none"><li>• Lecture</li><li>• Video</li><li>• Workshop Groups</li></ul>	<ul style="list-style-type: none"><li>• 2pm to 5pm</li></ul>



## Part 3: Effective Strategy Implementation

Session	Tools	Time
<b>1. Minimizing Implementation challenges</b> <ul style="list-style-type: none"><li>• Understanding how does workgroups operate.</li><li>• Realizing Time Challenges.</li><li>• Understanding Motivation Challenges.</li><li>• Workshop for application; Beat the challenge.</li></ul>	<ul style="list-style-type: none"><li>• Lecture</li><li>• Discussion</li><li>• Workshop Groups</li></ul>	<ul style="list-style-type: none"><li>• 10am to 1pm</li></ul>
<b>2. Managing Change</b> <ul style="list-style-type: none"><li>• Relating Strategy and Change.</li><li>• Understanding Change Challenges.</li><li>• Managing Resistance to change.</li><li>• Workshop for managing change.</li></ul>	<ul style="list-style-type: none"><li>• Lecture</li><li>• Discussion</li><li>• Video</li><li>• Workshop Groups</li></ul>	<ul style="list-style-type: none"><li>• 2pm to 5pm</li></ul>

## Part 4: Sustaining Strategy Success

Session	Tools	Time
<b>1. Ensuring the right monitoring</b> <ul style="list-style-type: none"><li>• Linking monitoring and objectives.</li><li>• Choosing the monitoring tool.</li><li>• Setting the right pace for monitoring.</li><li>• Workshop for the monitoring challenge.</li></ul>	<ul style="list-style-type: none"><li>• Lecture</li><li>• Workshop Groups</li></ul>	<ul style="list-style-type: none"><li>• 10am to 1pm</li></ul>
<b>2. Evaluating effectively for success</b> <ul style="list-style-type: none"><li>• Understanding the evaluation philosophy.</li><li>• Qualitative &amp; Quantitative Evaluation.</li><li>• Avoiding Strategy Failure.</li><li>• Workshop for applying evaluation.</li></ul>	<ul style="list-style-type: none"><li>• Lecture</li><li>• Discussion</li><li>• Workshop Groups</li></ul>	<ul style="list-style-type: none"><li>• 2pm to 5pm</li></ul>





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