Why are some companies more successful than others? This program has been designed to specifically address that question by covering the fundamentals in strategic management of organizations.

Using mini-cases and exercises, you will refresh or build your strategic analysis toolkit. The first three hours will be dedicated to analysis of the external environment and competition, including industry:

- Structure
- Analysis of resources
- Opportunity recognition

In the second three hours, we will cover what it means to be a strategist:

- Understanding the role of vision and purpose
- Making choices that create value
- Being agile without acting randomly
- Converting strategic plans into action

Who Should Attend?

- Individuals who are responsible for leading businesses
- MBAs whose careers would benefit from a refresher on strategic managements in organizations

Learning Objectives and Program Benefits

Career progression in organizations often involves transitioning from functional contributor to strategic manager. This program will give rising managers a chance to step back and think strategically about your businesses. The skills learned in this program will enable you to take a more structured approach to strategic analysis, and to craft strategic action.

For more information and to register:

gsm.ucdavis.edu/strategycamp