Strategy Boot Camp: **Fundamentals in Strategic Management**

**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 management 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

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**One-day program**

**FRIDAY**

**November 3**

Gallagher Hall,
UC Davis GSM

**Program Schedule**

Continental Breakfast: 8:00 - 9:00 a.m.
Morning Session: 9:00 a.m. - 12:00 p.m.
Lunch: 12:00 - 1:30 p.m.
Afternoon Session: 1:30 - 4:30 p.m.

**Registration Fee**

This one-day program is $1,500.

*Fee includes all course materials, education fees, continental breakfast, lunch and snacks.*

**Special pricing available to UC Davis and GSM alumni.**

Group pricing rates are available if registering two or more people from the same company at the same time.

**Questions?**

Contact Angela Stopper at UC Davis Graduate School of Management Executive Education.

astopper@ucdavis.edu | (530) 752-7240