



## Workshops

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### Workshop 5 Strategy & Innovation

#### **Purpose:**

One you have your business idea or when you decide you want to make a plan, strategy should always be involved. Strategy is the planning of how you plan to be successful; it is how you plan on achieving your goals; it is how you can implement your plan and make sure you are on the right track! This training session will assist you with understanding the basics that are required to strategically plan and to help provide you with necessary tools that you will be able to utilize immediately to help you on your way to make your plans a reality.

#### **Learning Objectives:**

- To gain strategy and the strategic concepts
- To understand the steps required before you can begin the strategic planning process
- Understanding of decisions that need to be made
- Overview of necessary research and structures
- Provide an overview of the importance of monitoring and evaluating your plan throughout the process
- Bridge the gap into a real life scenario through the use of exercises

#### **Topics:**

- Strategic Planning
- Change Management
- Risk Mitigation
- Crisis Management
- Global Business Strategy
- Competition and Competitive Advantage
- Implementing Innovative Thought