

# THE STRATEGY CONSULTANT

Face-to-Face Course Led by World Class Practitioners



**Dear Participant,**

This course is designed to develop your skills as a strategy consultant. It provides a practical toolkit and gives opportunities to practice new skills in an inspiring yet safe environment.

This course is one of 3 x 3-day modules leading towards the Diploma in Management Consultancy (DMC) and Certified Management Consultant (CMC).

Please call me on +44 20 8883 1423 to discuss your specific requirements.  
**Laura Robertson, Course Director**

## 1 x 3 Day Courses at the: Institute of Directors

116 Pall Mall, London SW1Y 5ED  
(Near Charing X Station)

## Course Timings (all days):

09.30 Start  
17.00 Close

Lunch & Refreshments Included.

### 3-DAY PROGRAMME

#### Day 1. Competitive Strategy:

- How strategy consultants create value
- Competitive strategy consulting model
- Business unit research & analysis
- Mapping the competitive environment
- Market segmentation tools & techniques
- Competitor research & analysis
- Innovation and competitive strategy
- Strategy selection and implementation
- The future of competitive strategy

#### Day 2. Corporate Strategy:

- Core principles of corporate strategy
- Corporate strategy consulting model
- Business portfolio research & analysis
- Core competences
- Parenting advantage
- Innovation and corporate strategy
- Leadership of strategy studies
- Strategy in public / voluntary organisations
- The future of corporate strategy

#### Day 3. Value Governance:

- Strategy consulting surgery / masterclass
- Clientship and value governance
- Quality assurance of the strategy process
- Risk and the strategy consultant
- Strategic systems traps and pitfalls
- The 'future proof' organisation
- Professional certifications & qualifications
- Taking learning back into the workplace

### KEY BENEFITS

#### Comprehensive Delegate Pack:

- Complete set of course notes
- Electronic consultancy process templates
- Copies of interactive workshop records
- Access to our evolving knowledge base

#### Key Skills for Delivering Client Value:

- Research and analysis skills
- Innovation and problem solving skills
- Implementation & change mgt skills

#### Professional Qualifications (Optional):

- Certificate in Mgt Consulting Essentials
- Diploma in Management Consultancy
- Certified Management Consultant
- Professional in Value Management

#### Fully Approved Training Centre:

- Chartered Management Institute
- Institute of Business Consulting
- Institute of Value Management

#### Real Consultancy Case Studies & Examples:

- Corporate strategy
- Competitive strategy
- Outsourcing
- Strategic marketing
- Process re-engineering
- Asset investigations
- Service reviews
- Financial analysis
- Accommodation reviews
- Restructuring
- DIP / workflow
- Mobile working
- Major ICT projects
- Feasibility studies
- Lean services
- Start-ups
- Option appraisals
- Venture capital
- Joint ventures
- Social enterprises
- Project rescue
- Turnarounds

### LEAD TUTOR



**Mark Law**  
MSc CEng FIMechE  
FCMC MCIM TVM

Mark is a seasoned strategy & general management consultant:

- London Business School
- Big 6 consultancy clients
- Private & public sector clients
- £550m+ in client value added
- £220m+ venture capital raised
- CEO / Board level experience
- Expert team facilitator
- Consults in numerous industries
- Pioneered new OD techniques
- Complex projects & programmes
- Consults, trains and facilitates

Mark started his career in oil field exploration with Schlumberger in the North Sea, Adriatic and Mediterranean. He is a Chartered Engineer, Chartered Marketer & Certified Value Practitioner.

Visit [www.amskills.com](http://www.amskills.com) for details or call for references.

### SOME CLIENTS



"Very informative and stimulating course – lots of ideas. Diverse range of industries represented."  
Carolyn Morgan, Penmaen Media

## Booking Form (or visit [www.amskills.com](http://www.amskills.com)):

Name \_\_\_\_\_

Date: [ ] 19-21 Mar 2012 [ ] 18-20 Jun 2012 [ ] 19-21 Nov 2012  
[Tick]

Title \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

## THE STRATEGY CONSULTANT

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

**Book by calling: +44 208 883 1423**  
or email [laura@amskills.com](mailto:laura@amskills.com)

Course fee per delegate: £1,295 + VAT

Advanced Management Skills, 4 Onslow Gardens, London N10 3JU Tel +44 20 8883 1423

Visit our web site at [www.amskills.com](http://www.amskills.com)

Terms and Conditions: Courses are payable in advance. In the event of course places being cancelled or deferred, 50% of the fee is payable if less than 6 weeks notice given prior to start of course and full fee if within 4 weeks. Delegate substitutes accepted. Course content subject to improvement.