

THE STRATEGY CONSULTANT

Please circulate to:

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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 can be either taken alone or as part of a suite of 3 courses called 'The Managing Consultant' – see www.amskills.com. Together these courses allow you to work towards the Diploma in Management Consultancy.

Please call me on 020-8883 1423 if you wish 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 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 (please copy for each delegate):

THE STRATEGY CONSULTANT

Name _____

Organisation _____

Date: [] 15-17 MAR 2010 [] 21-23 JUN 2010 [] 15-17 NOV 2010
[Tick]

Address _____

Title _____ Phone _____

Email _____

Postcode _____

Visit www.amskills.com to
download a booking form or
email laura@amskills.com

Course fee per delegate: £1,295 + VAT



Advanced Management Skills, 4 Onslow Gardens, London N10 3JU Tel 020-8883 1423

Visit our web site at 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.