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COURSE BROCHURE

Business Unit Strategy Leadership and Stakeholder Mobilisation Training Course

18 – 22 January 2027
Madrid

Business Unit Strategy Leadership and Stakeholder Mobilisation Training Course

Ref: 2808_107656 **Date:** 18 – 22 January 2027 **Location:** Madrid **Fees:** 5600 GBP

Business Unit Strategy Leadership and Stakeholder Mobilisation is a 1-week training course for middle and senior managers who head a business unit and must turn its strategic choices into coordinated action, producing a Unit Strategy Mobilisation Plan. Business units now compete for capital, talent and executive attention while customers and partners expect faster, clearer commitments. Jupiter Prime Training runs this course for unit heads who carry both the strategy and the people behind it.

Why Business Unit Strategy Leadership Matters Now

Three pressures shape business unit strategy leadership today: corporate centres asking units to justify investment, workforces expecting reasons for changed priorities, and key customers, suppliers and partners who shape what a unit can deliver. Enlisting these groups early converts intent into momentum; announcing a plan without them invites quiet resistance and stalled initiatives. The course rests on unit-level strategic analysis, stakeholder mapping and disciplined progress reviews.

Who Gains Most from Business Unit Strategy Leadership

- Leaders accountable for the profit and loss of a division, product line or regional unit
- Managers who translate corporate direction into unit priorities and resource bids
- Heads of function who must win cooperation from peer units to deliver shared initiatives
- Senior managers preparing to present unit strategy to executive committees or boards
- Operations and commercial leads who carry key customer and partner relationships for the unit

The greatest gain comes when a unit head attends with two or three direct reports, leaving with one shared view of choices and stakeholders.

Business Unit Strategy Leadership Capabilities

Participants practise the judgement a unit head exercises between the corporate centre and the teams who act on each choice.

- Assess the unit's competitive position and capability gaps — informing where to compete and where to withdraw
- Weigh strategic options against parent priorities and unit resources — supporting the investment case to executives
- Design a stakeholder influence map with coalitions and resisters — guiding who to engage first
- Communicate the unit's strategic narrative to teams and partners — building shared ownership of priorities
- Build a unit leadership charter with clear decision rights — clarifying who decides, consults and executes
- Test progress through review conversations and course corrections — keeping sponsors and teams confident

Key Business Unit Strategy Leadership Terms

- Business unit strategy — a division's choices on markets, offers and capabilities within its parent's direction.
- Strategic narrative — a short, repeatable story of where the unit is heading and why.
- Stakeholder influence map — a picture of the groups who can help or block the strategy, ranked by power, interest and current stance.
- Decision rights — an agreed statement of who decides, who is consulted and who is informed for each recurring unit choice.
- Mobilisation — the sequence of conversations and early actions that moves people from awareness to active support.
- Strategy review conversation — a regular leadership discussion that compares progress with intent and agrees corrections.

Business Unit Strategy Leadership Day by Day

Day 1: The Unit Within the Wider Organisation

- Parent Mandate Analysis — What the Corporate Centre Expects From the Unit
- Unit Value Chain Mapping — Where the Unit Creates and Loses Value
- Competitive Position Assessment — Strengths Versus Rivals in Chosen Segments
- Capability Gap Review — Skills and Assets Needed for the Next Phase
- Strategic Tension Register — Conflicts Between Unit and Group Priorities

Day 2: Making the Unit's Strategic Choices

- Where-to-Compete Options Grid — Segments, Offers and Channels to Pursue
- Option Scoring Against Resources — Feasibility of Each Path With Current Means
- Trade-Off Statements — What the Unit Will Deliberately Stop Doing
- Investment Case Structuring — Arguments That Win Capital From Executives
- Strategic Narrative Drafting — A Story Teams and Sponsors Can Repeat

Day 3: Leading Teams Through the Strategy

- Leadership Charter Design — Decision Rights Across the Unit Leadership Team
- Priority Translation Sessions — Turning Unit Choices Into Team Commitments
- Resistance Diagnosis — Reading Concerns Behind Pushback From Teams
- Momentum Levers — Early Wins That Signal the Strategy Is Real
- Leadership Behaviour Audit — Habits That Reinforce or Undermine Priorities

Day 4: Engaging Stakeholders Beyond the Unit

- Stakeholder Influence Mapping — Power, Interest and Stance of Each Group
- Coalition Building With Peer Units — Shared Initiatives and Mutual Gains
- Sponsor Management Upwards — Keeping Executives Informed and Supportive
- Customer and Partner Engagement — Securing External Commitments to the Strategy
- Engagement Sequencing Calendar — Who Hears What, When and From Whom

Day 5: Practising the Unit Strategy Mobilisation Plan

- Strategy Review Conversation Design — Progress Questions, Evidence and Corrections
- Applying the Options Grid — Confirming Final Choices for the Unit
- Applying the Influence Map — Assigning Owners to Each Stakeholder Group
- Applying the Leadership Charter — Agreeing Team Roles for Rollout
- Unit Strategy Mobilisation Plan — Choices, Narrative, Engagement and Review Rhythm

Applying Business Unit Strategy Leadership After the Course

- Run a stakeholder influence mapping session with the unit leadership team and name an owner for every high-power group.
- Hold the first monthly strategy review conversation using the progress questions designed on the course.

Business Unit Strategy Leadership Questions FAQ

What is business unit strategy leadership and why does it matter now?

Business unit strategy leadership is the work of making a division's strategic choices and mobilising people to act on them. It matters now because strategies fail when teams and partners are not engaged early.

Which roles gain most from business unit strategy leadership training?

Unit heads and their direct reports gain most from business unit strategy leadership training. Division leaders, managers bidding for resources and commercial leads use the maps and review methods directly.

How does business unit strategy leadership differ from enterprise strategic planning?

Business unit strategy leadership focuses on one unit's choices and the people who must act on them. Enterprise planning courses design organisation-wide plans and measurement systems instead.

What do you bring back from business unit strategy leadership training?

You bring back a mobilisation plan for your own unit. It holds your choices, narrative, influence map, leadership charter and review rhythm.

Business Unit Strategy Leadership: The Way Forward

The Unit Strategy Mobilisation Plan first informs which stakeholder conversations the unit head opens and which trade-offs teams hear. The unit leadership team uses it to divide engagement work and run review conversations. After the first quarterly review, revisit the influence map, because stakeholder stances shift once early results become visible.