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COURSE BROCHURE

Business Strategy Foundations and One-Page Strategy Summary Training Course

28 June – 2 July 2027
Casablanca

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Business Strategy Foundations and One-Page Strategy Summary Training Course

Ref: 2963_112335 **Date:** 28 June – 2 July 2027 **Location:** Casablanca **Fees:** 4500 GBP

Business Strategy Foundations and One-Page Strategy Summary is a 1-week training course for newly appointed managers and specialists moving into planning roles, who leave with a one-page strategy summary for their own team. Organisations now expect people below the executive floor to explain where the business is heading. Jupiter Prime Training runs this course for people taking their first steps in business strategy foundations.

Why Business Strategy Foundations Matter Now

Three pressures push strategy vocabulary down the hierarchy. Customers switch suppliers faster, so frontline units must know which segments the business is choosing to serve. Budgets are tighter, so every department head is asked to defend where money and people go. And staff want to see how daily tasks connect to a wider purpose. A unit that cannot state its choices drifts into doing everything for everyone, while a unit with clear choices spends less effort on work that does not move its position. The course rests on plain strategic reasoning: purpose, where to compete, how to win and how to track progress.

Who Gains Most from Business Strategy Foundations

- Newly promoted unit heads asked to explain direction to their own staff
- Specialists joining a planning or strategy office for the first time
- Project and operations leads whose budgets now depend on strategic fit
- Product and service owners deciding which customers to prioritise
- Analysts preparing briefing packs for senior decision makers

A group of first-line managers from one division gains most when several attend together, because they return speaking the same strategic language.

Business Strategy Foundations Capabilities

Participants move from hearing strategy words in meetings to using them precisely when they shape choices for their own unit.

- Distinguish purpose, aims and targets in a unit statement — line manager briefings
- Assess customer segments by attractiveness and fit — market choice decisions
- Write a value proposition in the customer's own terms — product and service owners
- Weigh budget and headcount requests against stated choices — resource allocation reviews
- Specify a short set of progress signals — quarterly conversations with senior leaders
- Communicate a one-page summary to staff and peers — unit alignment

Key Business Strategy Foundations Terms

- Purpose — the lasting reason an organisation or unit exists and the need it serves for customers and society.
- Strategic choice — a deliberate decision about where to compete and where not to, accepting what is given up.
- Value proposition — a short statement of the benefit a chosen customer receives and why it beats the alternatives.
- Competitive position — how customers see an offer relative to rivals on price, quality, speed or service.
- Resource allocation — the assignment of money, people and time to the choices a strategy has made.
- Lead indicator — an early signal that shows whether a choice is working before final results arrive.

Business Strategy Foundations Day by Day

Day 1: Purpose and the Language of Strategy

- Purpose Statements — What the Unit Exists to Achieve
- Strategy Versus Plan Versus Budget — Separating Choice From Schedule
- Strategy Vocabulary Glossary — Shared Words for Unit Conversations
- Reading a Corporate Strategy Document — Locating the Unit's Contribution
- Strategy Stakeholder Map — Who Shapes and Who Feels the Choices

Day 2: Reading the Market and Choosing Where to Compete

- Customer Segmentation Grid — Grouping Buyers by Need and Behaviour
- Segment Attractiveness Scoring — Ranking Markets by Size and Fit
- Rival Profile Sheets — Spotting Where Competitors Are Strong
- Trend Scanning Checklist — Noticing Shifts in Buyers and Technology
- Where-Not-to-Play List — Making Trade-Offs Visible to Staff

Day 3: Value Propositions and How the Unit Wins

- Customer Job Statements — Describing the Outcome Buyers Seek
- Benefit and Pain Matching Sheet — Linking Offer Features to Customer Needs
- Differentiation Versus Low-Cost Logic — Choosing the Basis of Advantage
- Capability Inventory — Linking Unit Strengths to the Chosen Offer
- Proposition Testing Interviews — Checking Claims With Real Customers

Day 4: Resources, Trade-Offs and Progress Signals

- Resource Fit Matrix — Shifting Money and People to Priorities
- Activity Pruning Review — Freeing Capacity for New Choices
- Strategic Initiative Shortlist — Selecting Few Moves Over Many Projects
- Lead and Lag Indicator Pairs — Seeing Early Whether Choices Work
- Quarterly Strategy Conversation Agenda — Discussing Progress With Senior Leaders

Day 5: Practising the One-Page Strategy Summary

- Purpose and Choice Statement Drafting — Applying Day One and Two Work
- Proposition and Advantage Paragraph — Condensing the Day Three Material
- Resource and Indicator Panel — Summarising the Day Four Decisions
- Peer Challenge Round — Testing Clarity With Colleagues From Other Sectors
- Final One-Page Strategy Summary — Ready to Share With the Unit

Applying Business Strategy Foundations After the Course

- Run a one-hour session with staff using the where-not-to-play list to agree which requests the unit will decline this quarter.
- Pair each of the unit's top three initiatives with a lead indicator and review them at the next monthly meeting with your manager.

Business Strategy Foundations Questions FAQ

What are business strategy foundations and why do they matter now?

Business strategy foundations are the core ideas of purpose, market choice, value proposition, resource allocation and progress tracking. They matter now because organisations expect managers at every level to explain and defend the choices their own unit makes.

Which roles gain most from business strategy foundations?

Newly appointed managers and specialists entering planning roles gain most. Typical participants include new unit heads in retail banking or hospital services and analysts joining a strategy office.

How does a business strategy foundations course differ from a strategy execution course?

A foundations course teaches the vocabulary and reasoning behind strategic choices at unit level. An execution course assumes that vocabulary and concentrates on cascading targets, portfolio governance and organisation-wide tracking systems.

What do you bring back from business strategy foundations training?

You bring back a one-page strategy summary for your team covering purpose, market choices, value proposition, resource shifts and progress signals. You also bring a shared glossary.

Business Strategy Foundations: The Way Forward

The one-page strategy summary first informs which requests the unit accepts and which it declines in the coming quarter. Unit heads use it to brief staff, and senior leaders use it to see how the unit supports the wider direction. After its first use, revisit the market choices: customer behaviour shifts and the summary should shift with it.