STRATEGIC CHANGE & RENEWAL

Strategic renewal and change is a constant necessity and reality of a successful organisation.
Programme summary

Strategic change within an organisation can be triggered from a variety of internal and external factors. In its simplest form, strategic change can be driven by deepening of an existing strategy. Even though the strategy stays the same, this seemingly simple deepening can cause disruption to other parts of the business as there will be a need to create, modify or discard existing competencies.

More complex cases of strategic change and renewal are triggered by diversification into new product categories, geographical expansion into new markets, growth initiatives, and industry disruption by shifts in technology, changing customer preferences and competitive dynamics. All of these demand major changes in a company’s relationships and capabilities and can quickly expose the boundaries of a successful strategy.

This two-day programme aims to help you design strategic renewal and change initiatives that will boost the organisation’s competitiveness and profitability.

You will learn how to develop a strategic renewal plan that maps the reconfiguration of capabilities and key activities, with a close focus on the implementation of these challenges.

Who is this programme for?

This programme is relevant to senior to mid-level managers and executives, founders, strategy directors, business development managers and consulting directors and professionals working in a wide range of industries.

Faculty

Professor Yasemin Kor
Beckwith Professor of Management Studies
Cambridge Judge Business School

Professor Jennifer Howard-Grenville
Diageo Professor in Organisation Studies
Cambridge Judge Business School

Dates and fees

4-5 April 2019

The programme fee is £2,300 (exclusive of VAT). Fee includes instruction, materials, lunches and refreshments.

Coverage of topics

• Understanding when strategic change or renewal is essential, and how much resource and capability reconfiguration will be needed
• Assessing alternative paths of renewal to accomplish the reconfiguration and renewal
• Creating a strategic renewal business plan to map the changes in value proposition, capability configuration, and key processes
• Anticipating configurational and implementation challenges and factoring potential solutions into your plan

For more details please visit:
www.jbs.cam.ac.uk/scr

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