



*Training Course:
Mastering Business Development and Investment
Strategy for Directors*

*17 - 21 February 2025
Geneva (Switzerland)*

Training Course: Mastering Business Development and Investment Strategy for Directors

Training Course code: MA235574 From: 17 - 21 February 2025 Venue: Geneva (Switzerland) - Training Course Fees: 5250 € Euro

Introduction

This 5-day training program is designed for directors and senior executives who are responsible for driving business development and formulating investment strategies. The program focuses on advanced techniques to identify growth opportunities, enhance competitive positioning, and develop effective investment strategies that align with organizational goals. Participants will learn to lead strategic initiatives, evaluate investment risks, and foster long-term growth and profitability.

Target Audience

- Directors and senior executives
- Chief Business Development Officers
- Strategic planning and corporate development managers
- Investment and finance directors
- Senior leaders involved in strategic growth and expansion initiatives

Objectives

- Master advanced business development strategies for sustainable growth.
- Develop and execute investment strategies aligned with organizational goals.
- Learn how to identify and assess new market opportunities and business ventures.
- Gain expertise in evaluating investment risks and making informed financial decisions.
- Strengthen leadership skills in managing strategic growth initiatives.
- Explore innovative approaches to investment and business expansion.

Training Program Outline

Day 1: Strategic Business Development Overview

- Defining business development and its role in organizational growth.
- Aligning business development initiatives with corporate strategy and vision.
- Identifying new market opportunities and evaluating growth potential.
- Developing strategic partnerships and alliances to drive business expansion.
- Case studies: Successful business development strategies across industries.

Day 2: Market Analysis and Competitive Positioning

- Conducting market analysis to identify emerging trends and customer needs.
- Assessing competitive landscapes and positioning your organization for success.
- Evaluating business opportunities: mergers, acquisitions, and joint ventures.
- Using SWOT analysis and other strategic tools to inform decision-making.
- Group exercise: Developing a market entry strategy for a new business venture.

Day 3: Investment Strategy Development

- Understanding the principles of investment strategy for business growth.
- Assessing financial performance, risks, and returns on investment ROI.
- Building an investment portfolio aligned with organizational objectives.
- Evaluating investment opportunities: market expansion, technology, and innovation.
- Workshop: Designing an investment strategy for a strategic initiative.

Day 4: Risk Management in Business Development and Investment

- Identifying and managing risks in business development and investment.
- Scenario planning and risk mitigation strategies for long-term success.
- Navigating regulatory and market risks in new ventures.
- Balancing short-term gains with long-term sustainability.
- Case studies: Organizations that successfully managed investment risks.

Day 5: Leadership and Innovation in Business Development

- The role of leadership in driving business development and investment success.
- Fostering innovation to enhance business growth and competitive advantage.
- Leading cross-functional teams in the execution of growth strategies.
- Communicating business development and investment plans to stakeholders.
- Final exercise: Creating a strategic business development and investment plan for your organization.

Registration form on the Training Course: Mastering Business Development and Investment Strategy for Directors

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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