



*Training Course:
The Art of War: Mastering Strategies for Business
Success*

*22 - 26 June 2026
Lisbon (Portugal)*

Training Course: The Art of War: Mastering Strategies for Business Success

Training Course code: LS235355 From: 22 - 26 June 2026 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € Euro

Introduction:

Inspired by the ancient Chinese military treatise, Sun Tzu's Art of War, this program delves into strategic thinking for the modern business battlefield. Cultivate a strategic mindset, learn to outmaneuver your competition, and achieve your objectives with efficiency and precision.

Target Audience:

This program is designed for leaders, entrepreneurs, and managers who want to:

- Develop a winning mentality in competitive markets.
- Leverage strategic alliances and partnerships for mutual benefit.
- Craft winning negotiations and agreements.
- Think creatively to gain a competitive advantage.
- Develop leadership skills that inspire and motivate teams towards strategic goals.

Objectives:

By the end of this program, participants will be able to:

- Apply principles from Sun Tzu's Art of War to contemporary business challenges.
- Develop winning strategies through superior knowledge and planning.
- Effectively manage resources and leverage strengths for maximum impact.
- Employ negotiation tactics to secure favorable outcomes.
- Foster a strategic culture within their organizations.

Outlines:

Day 1:

The Principles of Strategic Warfare

- Sun Tzu's philosophy and its relevance to modern business strategy.

- Understanding "Know Yourself, Know Your Enemy": Analyzing internal and external factors.
- Developing winning strategies: Deception, maneuvering, and seizing opportunities.
- Case studies: Examining legendary business strategies inspired by the Art of War.

Day 2:

Building Your Strategic Arsenal

- Competitive intelligence: Learning to gather and analyze information on your competitors.
- The importance of deception: Keeping your competitors off guard.
- Maneuvering and positioning: Securing advantageous positions in the market.
- Resource allocation: Utilizing resources efficiently to maximize your impact.
- Interactive exercises: Applying Sun Tzu's principles to real-world business scenarios.

Day 3:

The Art of Negotiation

- Understanding the psychology of negotiation.
- Effective communication and negotiation techniques.
- Win-win strategies and building strong partnerships.
- Negotiation simulations: Practicing negotiation skills in a safe environment.
- Case studies: Analyzing successful business negotiations across different industries.

Day 4:

Leadership and Strategic Culture

- The role of leadership in fostering a strategic mindset within teams.
- Motivating and inspiring employees towards achieving strategic goals.
- Effective communication: Ensuring clear understanding of the strategic vision.
- Building a culture of accountability and ownership for strategic success.
- Group discussions and role-playing exercises: Leading strategic initiatives within your team.

Day 5:

Winning in the Long Term

- Adapting your strategy in a dynamic business environment.
- Identifying and mitigating potential risks and threats.
- Building agility and resilience in your organization.
- Securing a sustainable competitive advantage.
- Action planning: Developing a roadmap for continuous strategic development and implementation.

Registration form on the Training Course: The Art of War: Mastering Strategies for Business Success

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