



*Training Course:
Diversified Strategy*

*21 - 25 September 2026
Casablanca (Morocco)*

Training Course: Diversified Strategy

Training Course code: LS235027 From: 21 - 25 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction:

A diversified strategy is a crucial element for any organization's success in today's dynamic business environment. A diversified strategy can help organizations mitigate risks and optimize performance in different market conditions. This training program aims to equip managers with the knowledge and skills to develop and implement effective diversified strategies.

Objectives:

- To understand the concept of diversified strategy and its importance in today's business environment
- To learn how to develop and implement a diversified strategy that aligns with organizational goals
- To gain an understanding of the different types of diversification and their advantages and disadvantages
- To identify and manage risks associated with diversified strategies
- To create a personal action plan for developing and implementing a diversified strategy

Target Audience:

- Senior Executives: Leaders responsible for setting and executing business strategies.
- Strategic Planners: Professionals focused on long-term planning and business growth.
- Business Development Managers: Individuals responsible for exploring new markets and opportunities.
- Entrepreneurs: Business owners looking to diversify and expand their ventures.
- Marketing Professionals: Those involved in creating strategies to reach a broader audience and markets.
- Investment Managers: Professionals responsible for portfolio diversification and risk management.
- Consultants: Experts guiding organizations in formulating and implementing diversified strategies.

Outlines:

Day 1: Introduction to Diversified Strategy

- Fundamentals of diversified strategy and its importance in business

- Types of diversification and their advantages and disadvantages
- Analyzing the external and internal environment for a diversified strategy

Day 2: Portfolio Management

- Principles of portfolio management and its application in diversified strategy
- Tools and techniques for portfolio management
- Building a diversified portfolio that aligns with organizational goals

Day 3: Risk Management in Diversified Strategy

- Identifying and managing risks associated with diversified strategies
- Techniques for measuring and mitigating risks in diversified strategies
- Creating risk management plans for diversified strategies

Day 4: Implementation and Execution of Diversified Strategy

- Developing an implementation plan for diversified strategies
- Execution of diversified strategy
- Monitoring and evaluation of diversified strategy

Day 5: Personal Action Plan for Diversified Strategy

- Review of key concepts and learning points
- Developing a personal action plan for diversified strategy development and implementation
- Setting goals and accountability measures for continued progress

Registration form on the Training Course: Diversified Strategy

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