



*Training Course:
Creating Strategies for Value Creation*

*21 - 25 September 2026
London (UK)*

Training Course: Creating Strategies for Value Creation

Training Course code: MA236552 From: 21 - 25 September 2026 Venue: London (UK) - Training Course Fees: 5775 € Euro

Introduction

In today's rapidly evolving and highly competitive business environment, organizations must move beyond operational excellence and focus on developing strategic approaches that create sustainable value for customers, stakeholders, and society. Effective value creation strategies enable organizations to identify growth opportunities, strengthen competitive positioning, optimize resources, foster innovation, and achieve long-term organizational success. Creating a structured strategy for value creation requires a systematic approach that integrates strategic analysis, innovation, performance management, and execution.

Creating Strategies for Value Creation is a comprehensive five-day training program designed by Global Horizon Training Center to equip professionals with the knowledge, strategic frameworks, and practical methodologies required to formulate, implement, and sustain value creation strategies. Through interactive discussions, practical workshops, real-world case studies, and strategic planning exercises, participants will develop a complete value creation strategy tailored to their organizational objectives.

Objectives

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

- Understand the principles and drivers of organizational value creation.
- Apply strategic analysis tools to identify value creation opportunities.
- Develop customer-focused and stakeholder-driven value creation strategies.
- Formulate strategic objectives aligned with organizational vision.
- Evaluate strategic alternatives and select the most effective value creation initiatives.
- Design innovative business models that generate sustainable value.
- Develop strategic roadmaps and implementation plans.
- Align organizational capabilities and resources with strategic priorities.
- Measure and monitor value creation using strategic performance indicators.
- Develop and present a comprehensive organizational value creation strategy.

Course Methodology

The program combines strategic theory with practical application through:

- Interactive presentations
- Case studies and best practices
- Strategic planning workshops
- Business simulations
- Group discussions
- Team exercises
- Strategy development laboratories
- Scenario planning activities
- Individual coaching and feedback

Organizational Impact

Upon successful completion of this program, organizations can expect:

- Stronger strategic planning capabilities.
- Improved ability to identify and capitalize on growth opportunities.
- Enhanced organizational innovation and competitiveness.
- Better alignment between strategy and execution.
- Increased customer and stakeholder value.
- More effective resource utilization.
- Improved strategic decision-making.
- Stronger governance and performance management.
- Sustainable competitive advantage.
- A culture focused on continuous value creation and innovation.

Target Audience

This program is designed for:

- Executive Managers
- Strategic Planning Managers

- Business Development Managers
- Corporate Strategy Professionals
- Innovation Managers
- Operations Managers
- Project Managers
- Marketing Managers
- Finance Managers
- Organizational Development Professionals
- Business Consultants
- Entrepreneurs
- Professionals involved in strategic planning, transformation, and organizational development

Outlines

Day 1: Foundations of Value Creation Strategy

- Understanding organizational value creation
- Types and sources of organizational value
- Strategic thinking for sustainable growth
- Vision, mission, and strategic alignment
- Value creation versus value capture
- Drivers of competitive advantage
- Leadership's role in value creation
- Introduction to value creation strategy frameworks

Day 2: Strategic Analysis and Opportunity Identification

- Environmental scanning PESTLE Analysis
- Industry and competitive analysis Porter's Five Forces
- SWOT analysis for strategic planning

- Internal capability and resource assessment
- Stakeholder analysis
- Customer needs and value expectations
- Identifying strategic opportunities
- Prioritizing value creation opportunities

Day 3: Creating Effective Value Creation Strategies

- Defining strategic objectives
- Developing strategic options
- Evaluating strategic alternatives
- Designing customer value propositions
- Business model innovation
- Competitive positioning strategies
- Digital transformation for value creation
- Building an integrated Value Creation Strategy Map
- Workshop: Designing an organizational value creation strategy

Day 4: Strategy Implementation and Execution

- Translating strategy into action
- Strategic initiative planning
- Developing implementation roadmaps
- Resource allocation and capability alignment
- Change management for strategic execution
- Stakeholder engagement and communication
- Managing strategic risks
- Monitoring execution and strategic milestones

Day 5: Measuring, Sustaining, and Optimizing Value Creation

- Measuring strategic value creation
- Developing KPIs and success metrics
- Balanced Scorecard for strategic performance
- Governance and strategic accountability
- Continuous improvement and strategic adaptation
- Building a culture of innovation and value creation
- Sustaining long-term competitive advantage
- Final Capstone Workshop: Developing and presenting a comprehensive Organizational Value Creation Strategy

Registration form on the Training Course: Creating Strategies for Value Creation

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
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 Official E-Mail:

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 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
 Position:
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 Personal E-Mail:
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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