

BUSINESS STRATEGY

20 – 22 January 2027

Singapore

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This intensive course delivers a comprehensive foundation in business strategy, equipping professionals with the tools to analyze markets, align internal capabilities, and drive long-term competitive advantage. Participants will explore strategic models, organisational alignment, growth options, and the evolving role of leadership in shaping strategy.

Overview

Designed for decision-makers and emerging strategists, this course offers practical frameworks and insights to formulate, evaluate, and adapt business strategies. From internal analysis to competitive positioning, participants will learn to lead strategy in a dynamic and global business environment.

Upon completion, participants will:

- Gain fluency in classic and modern strategic models (e.g., SWOT, BCG, Porter's 5 Forces)
- Learn to align structure, culture, and capabilities with long-term objectives
- Build adaptable strategies for growth, partnerships, and market resilience.

Who should attend

- Business leaders, functional heads, and strategic planners
- Consultants and professionals involved in business transformation or growth
- Senior executives looking to sharpen strategic thinking and execution

Methodology

Highly interactive delivery through strategic simulations, real-world case analysis, structured planning tools, and peer discussions. Focused on practical strategy design and application in complex environments..

Trainer

Facilitated by a strategy consultant with over 25 years of experience advising multinational corporations, startups, and government agencies. The trainer brings a global perspective and deep industry insight, with previous leadership roles in corporate planning and strategic development.

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Course Content

Module – 1

Foundations of Business Strategy and Organisational Structures.

- Understand the evolution of business strategy over time
- Why organisations need structured planning to stay competitive
- Explore common types of firm structures and how they support strategy
- Introduction to mission, vision, and long-term objectives

Module – 2

Strategic Theories and Decision-Making Models.

- Overview of foundational theories of the firm
- Economic, behavioural, and modern views of firm strategy
- Introduction to key strategic models (e.g., Ansoff Matrix, BCG Matrix)
- When and how to apply different models in business planning

Module – 3

Gaining Competitive Advantage and Analysing Markets.

- What is competitive advantage and why it matters
- Applying Porter's Five Forces to real-world scenarios
- External environment analysis: PESTEL and industry forces
- Matching internal strengths with market opportunities (SWOT)

Module – 4

Resources, Capabilities, and the Internal Strategic Core.

- Explore the Resource-Based View (RBV) in simple terms
- How to identify and strengthen core competencies
- Understanding dynamic capabilities and their strategic importance
- Internal analysis using value chain frameworks

Module – 5

Strategy and Culture: Aligning Purpose, People, and Positioning.

- How corporate culture influences strategic direction
- Aligning leadership, values, and strategic goals
- Understanding and applying Porter's generic strategies
- Communicating strategic intent across the organisation

Module – 6

Strategic Options for Growth and Market Expansion.

- Key approaches to business growth: organic vs inorganic
- Strategies for diversification and differentiation
- Mergers & acquisitions: motivations and risks
- Entering international markets: challenges and benefits

Module – 7

Collaborative Strategy and Organisational Design.

- Introduction to strategic alliances and joint ventures
- Networks, ecosystems, and strategic partnerships
- Choosing the right organisational design to support strategy
- Realigning structure during scaling or market shifts

Module – 8

Strategy Evaluation, Change Management, and Adaptability.

- Evaluating strategic success using KPIs and balanced scorecards
- Adapting strategy to change: triggers and resistance
- Overview of change management frameworks (e.g., Kotter, Lewin)
- Continuous improvement and feedback loops in strategic cycles

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DELEGATE REGISTRATION FORM

Course fees		
(Fees per participant)	**Single**	**Group****
Normal fees	SGD 2,699	SGD 2,599
Early bird price*	SGD 2,499	SGD 2,399

**Payment 30 days before commencement of the course*
***Minimum of 3 participants*

The course fee includes
- 3 days of dedicated expert training
- Lunch and refreshments
- Copies of relevant course material

Venue Details

- All our training sessions are held in good locations, assuring a high level of comfort and a conducive learning environment.
- Due to variation in the number of participants, final venue details will be mailed 14 days before the course commences.

- Registration : 8:30 am
- Session timings: 9:00 am to 5:00 pm
- **Disclaimer:** Riverstone Training reserves the right to change the venue or postpone the course due to unforeseen circumstances.

Company Information

Company Name : _____
Address : _____
_____
_____
_____
Contact Person : _____
Designation : _____
Email : _____
Phone : _____

Delegate Information

Name (1) : _____
Designation : _____
Email : _____
Phone : _____

Name (2) : _____
Designation : _____
Email : _____
Phone : _____

Payment Terms

- Full payment is required for seat confirmation.
- Make a crossed cheque or bank draft payable to **Riverstone SG Pte Ltd.**
- Mail your payment with this registration form to **Level 20, Tower 2, One Raffles Place, Singapore 048616.**
- Alternatively, you can do a bank transfer to Standard Chartered Bank Account no: 0105663336 (Bank no: 9496); Swiftcode: SCBLSG22.

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For in-house training on the same course or customized course, please contact us through

Email : register@riverstonetraining.com.sg
Phone or WhatsApp : +65 9730 4250

Cancellation Policy

- If you are unable to attend, a replacement delegate is always welcome.
- Any cancellation must be made in writing to Riverstone Training at least 14 days before the event date. A full refund, less an administration fee of SGD 150, will be given.
- No refunds will be given for written cancellations received less than 14 days before the event date. However, you will receive a 100% credit voucher that can be applied to any of our subsequent training courses within six months of the initial registration.