

## STRATEGIC MANAGEMENT OF CORPORATE REPUTATION FOR ORGANIZATIONAL GROWTH

The programme is intended to address corporate/organizational business development and sustainability.

It should address the following:

- The question of how managing our relationship with various stakeholders which are JV /PSC Coys, Ministry of Finance , General Public etc. in such a way that the growth of our company is assured.
- Identifying and Implementing the right Strategy for management of Corporate Reputation for Organizational Growth'.
- **Attendees:**
  - Employees who need to update their management skills
  - Employees involved in Human Resources and Corporate Planning
  - Employees who interact with external stakeholders and government officials
  - Employees involved in public relations activities

### **DAY 1**

#### **INTRODUCTION**

This aspect should cover the concept of strategic change, corporate, competitive and functional strategies.

- Discuss strategic management- how do you become aware of SM, making a choice of which strategy to use and how to implement.
- Discuss the three broad approaches to creating a strategy, visionary ideas, planning and emergency in corporate business environment.
- Address the Business Model in terms of the organisation and the impacts of strategy on the objectives and economic theories of the company.

#### **STRATEGIC THINKING**

Need to elaborate on the difference between the market or opportunity driven, resourced-based and competitor- influenced types of strategy. These 3 views are mostly intertwined in strategy creation.

**Competitive and Corporate Strategy-** define the synergy between both and also explain its significance to organizational growth.

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## DAY 2

Discuss the following:

### **ENVIRONMENTAL ANALYSIS AND STRATEGIC POSITIONING**

This should dwell on opportunity –driven strategy which depends on the ability to manage in a business environment, the issues of complexity, dynamism and uncertainty.

### **Resource –Led Strategy**

This should cover the resource-based view of strategy, strategic resource audit for an organization; how does one create a competitive advantage through adding value in any functional area of the business.

## DAY 3

Discuss the following:

- **Competitive Strategy** – should cover the notion of dynamic, tactical change in a competitive environment, product (service) differentiation and cost leadership, including their roles in the creation and maintenance of competitive advantage.
- **Success, Culture and Values** – Discussion should cover the distinction between efficiency and effectiveness; how can success be measured and assessed; the significance of financial measures of performance. Also consider and discuss the importance of SC&V in a holistic approach to evaluation.
- **Strategy Creation** – Draw the analogy and distinction between the 3 brands of strategy creation- the planning, visionary and emergent approaches; how can the emergent strategy adapt to new opportunities and changes as they are being implemented.

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## DAY 4

Discuss the following:

- **Strategic Planning**- how to distinguish between planning as a cerebral activity carried out by all Managers and systematic strategic (or corporate) planning.
- **Entrepreneurship/Intrapreneurship**
  - This should discuss the concept of Strategic Leadership; how a Strategic Leader is responsible for the meta-strategy which embraces creation and implementation of strategies.

## DAY 5

- **Strategic Alternatives, Strategy Evaluation and Strategy Selection**
  - Discussion should cover a number of possible strategic alternatives which include:
- **Limited growth, Substantive growth; retrenchment clusters and innovations** - should also be considered.
  - It is important to show how all of these are important for sustaining competitiveness and implementation of chosen strategies.
- **Strategic growth**- should cover the typical growth patterns of big organizations; various issues involved in the key focus-diversify dilemma and the extent/impact of diversification on organizations.
- **International Strategy**- Expatriate on the concept of 'Global Strategy', what type of issues can be handled at an international level and why is 'internationalism' essential for organizational growth.
- **Failure, Consolidation and Recovery Strategies**- Examine the possible outcomes of strategic change when companies are in difficulties

## DAY 6

- **Strategy Implementation**- should cover the process of linking strategy and structure in a circular process. The various processes involved in the implementation of all types of strategies.
- **Managing Strategy in an Organization**- should discuss the various approaches to the management of a corporate portfolio and differentiate between the alternative control mechanisms.
- **Leading Change**- this section should cover the dynamics of change and change management; it should also discuss why organizations must be change-oriented if they are to grow and sustain the growth.

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## DAY 7

- Discuss the concept of '**Reputation Management**' and explore the various definitions
- What are the criteria enabling a properly managed reputation
- Examine the significance of Reputation Management in an Organization and the consequences/ merits or otherwise.
- Contributions of Reputation Management in a Crisis Situation
- Who is responsible for Reputation Management in a growing organization?
- How to implement Reputation Management

## Day 8

- **Current Trends in Reputation Management** – what is the emerging significance?
- **Lost Reputations-**
  - Define and examine the impact of this concept on a corporate organization
  - How do you redeem Lost Reputation?
  - Reputation Lessons learnt by Firms

## Day 9 & 10

**Team Project / Presentations & Assessment**