Dear Participant,

This course is designed to develop your skills as a strategy consultant. It provides a practical toolkit and gives opportunities to practice new skills in an inspiring yet safe environment.

This course is one of 3 x 3-day courses leading towards the Levels 5 & 7 Diploma in Professional Consulting and Certified Management Consultant (CMC) qualifications. Please also see 'The Professional Consultant' and 'The Lean Operations Consultant' courses. Please call me on +44 20 8883 1423 to discuss your specific requirements.

Laura Robertson, Course Director

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### 3-DAY PROGRAMME

**Day 1. Competitive Strategy:**
- How strategy consultants create value
- Competitive strategy consulting model
- Business unit research & analysis
- Mapping the competitive environment
- Competitor research & analysis
- Innovation and competitive strategy
- Strategy selection and implementation
- The future of competitive strategy

**Day 2. Corporate Strategy:**
- Core principles of corporate strategy
- Corporate strategy consulting model
- Business portfolio research & analysis
- Core competences
- Parenting advantage
- Innovation and corporate strategy
- Leadership of strategy studies
- Strategy in public / voluntary organisations
- The future of corporate strategy

**Day 3. Value Governance:**
- Strategy consulting surgery / masterclass
- Clientship and value governance
- Quality assurance of the strategy process
- Risk and the strategy consultant
- Strategic systems traps and pitfalls
- The ‘future proof’ organisation
- Professional certifications & qualifications
- Taking learning back into the workplace

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### KEY BENEFITS

**Comprehensive Delegate Pack:**
- Complete set of course notes
- Electronic consultancy process templates
- Copies of interactive workshop records
- Access to our evolving knowledge base

**Key Skills for Delivering Client Value:**
- Research and analysis skills
- Innovation and problem solving skills
- Implementation & change mgmt skills

**Professional Qualifications (Optional):**
- Certificate in Mgt Consulting Essentials
- Diploma in Management Consultancy
- Certified Management Consultant
- Professional in Value Management

**Fully Approved Training Centre:**
- Chartered Management Institute
- Institute of Business Consulting
- Institute of Value Management

**Real Consultancy Case Studies & Examples:**
- Corporate strategy
- Competitive strategy
- Outsourcing
- Strategic marketing
- Process re-engineering
- Asset investigations
- Service reviews
- Financial analysis
- Accommodation reviews
- Restructuring
- DIP / workflow
- Mobile working
- Major ICT projects
- Feasibility studies
- Lean services
- Start-ups
- Option appraisals
- Venture capital
- Joint ventures
- Social enterprises
- Project rescue
- Turnarounds

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### LEAD TUTOR

Mark Law
MSc CEng FIMechE FCMC MCIM TVM

Mark is a seasoned strategy & general management consultant:
- London Business School
- Big 6 consultancy clients
- Private & public sector clients
- £950m+ in client value added
- £220m+ venture capital raised
- CEO / Board level experience
- Expert team facilitator
- Consults in numerous industries
- Pioneered new OD techniques
- Complex projects & programmes
- Consults, trains and facilitates

Mark started his career in oil field exploration with Schlumberger in the North Sea, Adriatic and Mediterranean. He is a Chartered Engineer, Chartered Marketer & Certified Value Practitioner. Mark’s LinkedIn profile can be viewed at http://www.linkedin.com/in/marklaw

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### SOME CLIENTS

- Access to our evolving knowledge base
- Copies of interactive workshop records
- Electronic consultancy process templates
- Complete set of course notes
- Access to our evolving knowledge base

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**Our Unique Consulting Courses:**
- Led by Mark Law, a highly qualified practicing professional consultant. Visit http://uk.linkedin.com/in/marklaw for Mark’s professional profile & recommendations.
- Feature real-world case studies and examples of best professional practice
- Designed to optimise your professional consulting career journey

**How to Book Onto Our Courses (Face-to-Face or Online):**
- Click the following link: http://amskills.com/
- From menu click Booking Forms => Consulting Courses & select your preferred dates for each module via check boxes
- Fill in your details as required by the form and click ‘Submit’

**Course & Qualification Fees:**
- Course fee per participant is £1,600 + VAT = £1,920
- 3rd of 3 x 3-Day courses leading to the Level 5 or 7 Diploma in Professional Consulting. Additional Diploma Registration & Support fee £900 + VAT = £1,080.00

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Visit our web site at www.amskills.com