

Director Development

# Why do businesses find strategy difficult? 'A Directors 60-minute guide to strategic planning and decision making'

## Course Details

### Price

£50.00

### Length

1 hour - online (12:30-13:30)

## Course Overview

In this engaging 60-minute online session you will explore why businesses often find strategy difficult. Through a mix of real-world examples, interactive discussions and hands-on exercises, we will highlight the common pitfalls organisations face.

## Course Content

- Why strategy feels hard – exploration of common pitfalls
- Who owns strategy? Clarify where responsibility truly sits ensuring strategy doesn't get "lost in the middle"
- Performing a strategic review

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- Strategy vs. tactics — knowing the difference
- Operating in 'Today's World'
- Tools for better choices: The SFA (Suitability, Feasibility, Acceptability) Framework

## Benefits

The course will provide the following downloads:

- Editable Strategic check lists for strategic option development
- 1 page key point overview document

With a focus on operating in today's world, the session will help empower you to lead strategic development with greater clarity, purpose, and confidence.

## Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via [admin@gta.gg](mailto:admin@gta.gg) or call us on 01481 224570. If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course

## Course Tutor

### David Joel

David Joel is a professionally qualified, Chartered Director. He is a qualified physicist with 20 years in the defence engineering and technology sectors and 10 years in the services and facilities management sector mostly at board level. David's experience covers public sector, private sector and regulated companies. He has undertaken many board effectiveness reviews and has worked with the Institute of Directors delivering the 'Finance for non-Financial Directors' programme and the 'Leadership' programme for the certificate in company direction and was a lead facilitator for the Diploma in Company Direction for the Institute of Directors.