

# Executive Education

---



MELBOURNE  
BUSINESS  
SCHOOL

Strategic Awareness  
and Business Acumen

# Strategic Awareness and Business Acumen

## PROGRAM SNAPSHOT

### Duration

2 days

### Program Director

Brandon Lee

### Location

Carlton

### Apply now

[mbs.edu/saba](https://mbs.edu/saba)

Please refer to our website for program dates and fees.

Note: This program is non-residential. The program fee covers tuition and meals during the workshop.

Make better-informed decisions by increasing your strategic awareness to an organisational level. Gain an understanding of your organisation as an integrated business system and the real-world skills to make more informed business decisions, drive performance, analyse strategic context and develop winning strategies.

You'll also collaborate and network through invaluable group activities and explore a toolkit of concepts, frameworks and techniques to analyse your business' strategic context and develop winning strategies that differentiate your business in the marketplace.

### Who should attend

- Middle managers seeking to develop strategic awareness and gain an integrated understanding of their business system.
- High-potential professionals who want to increase their business acumen.

### Learning outcomes

By the end of the program, you will be able to:

- Gain an enterprise-wide perspective
- Build strategic aptitude
- Develop decision-making skills
- Assess investment opportunities
- Improve influencing and negotiation skills.

### Program Journey

You will emerge with new skills and behaviours, aligned to your learning goals.

### Pre-program preparation

- Social Capital Network Questionnaire
- Pre-reading articles and case study

### Program

Forging and executing a strategy in a competitive marketplace

- Fast and slow thinking
- Group dynamics
- Strategy formulation
- Decision-making and biases
- Understanding sustainable competitive advantage
- Resource and capability development
- Systems dynamics

Business models and strategic choices

- What is strategy?
- Strategy as choices and tradeoffs
- Business model fit
- Strategic innovation
- Questioning your business model
- Developing winning strategies and business models

Analysing the competitive environment

- Industry and competitor analysis
- Understanding and leveraging trends
- Integrating strategic and financial analysis

Leading across functions

- Strategic leadership
- Being a change maker
- Collaboration and communication

### Learning methods

- **Learning Interactive workshops**, delivered by strategy specialists, are grounded in academic research to increase your awareness and effectiveness.
- **The Simulation** crystallises key challenges faced by leaders around strategic resource allocation for competitive advantage and offers insights into decision-making, group dynamics and individual behaviour.
- **Case studies** provide practical, real examples that translate strategic theory into applicable skills.

- **Peer-learning groups** facilitate knowledge sharing, collaboration and feedback to ensure you have a powerful and personal experience that drives results.
- **Reflection** gives you time to identify issues and consider your learnings in a broader context to establish the way forward.

**Program Director**

**Brandon Lee**

Brandon’s research focuses on the emergence and evolution of new markets and industries. He examines firm level strategies and broader market level competitive dynamics and institutions and the interrelationships between these phenomena.

Brandon’s research has been published in leading academic journals such as Administrative Science Quarterly, the Academy of Management Journal, Organisation Science and Strategic Management Journal. He has consulted and taught executives in North America, Asia, Europe, and the Middle East. Prior to joining Melbourne Business School, he was a faculty member in Strategy and Entrepreneurship at London Business School.



**PROGRAM JOURNEY**

**PRE-PROGRAM ACTIVITIES**







(approx. 6 weeks prior to program commencement)

**READ**

Pre-reading articles and Case Study

**COMPLETE**

Social Capital Network Questionnaire

	DAY 1	DAY 2
	8:00 am Program Start	
	 People Express Flight Simulation	 Understanding the Competitive Environment
	 Strategic Fit & Business Model Innovation	 Building Ecosystems & Strategic Context Selling Strategic Change
	 Strategic Thinking & Process	 Networks & Shaping Serendipity
	5:00 pm Program Close	



## CAMPUS LOCATIONS:

### HEAD OFFICE

#### CARLTON

200 Leicester Street  
Carlton VIC 3053  
Australia

**T:** +61 3 9349 8788

**E:** [programs@mbs.edu](mailto:programs@mbs.edu)

### SYDNEY

Level 21, 56 Pitt Street  
Sydney NSW 2000  
Australia

### KUALA LUMPUR

Unit A-22-8 Menara UOA  
BangsarJalan Bangsar Utama  
Bangsar Kuala Lumpur 59000  
Malaysia

## CONNECT WITH US



@MelbBSchool



/MelbourneBusinessSchool



melbourne-business-school



/MBScarlton



@MelbourneBSchool

ABN 80 007 268 233 CRICOS 00116K

