

*Strategic Enterprise Management*

*Course Outline*

# Getting to the C-Level View



Today mapping the future for your enterprise has more options than ever. The interest in better disciplines of management and their related quantitative and descriptive analysis methods gives management a wide variety of tools for achieving peak performance. Gathering these disciplines and methods together through strategic enterprise management provides the framework for dealing with the turmoil of how to manage, what to manage and what to focus on in an enterprise to get results.

Performance Management

Enterprise Analysis

Business Transformation

Competitive Intelligence

Enterprise performance depends on the management approach, the definition of the business and the basic understanding of the data involved in analyzing that business. Whether the performance interest is operational, strategic, financial or customer-based, the interpretation of data impacts the success of the business. Strategic enterprise management is *understanding the enterprise and managing to that understanding.*

**Who should attend?** CEOs • CFOs • General Managers • Financial/Finance Directors and Managers • Management Consultants • Strategic Development Directors and Managers • Strategic Planning Directors and Managers • Corporate Planning Directors and Managers • Directors and Managers of Organizational Development • Planning Managers, Business Analysts • Business Development Directors and Managers •

Quantity and choice of modules is adjusted to fit the educational needs and time frames

# Strategic Enterprise Management

# Available Modules

## Module 1: Strategic Enterprise Management Overview

- Course Objectives and Structure
- Some History of Strategic Management
- Strategic Management Concepts
- What is Enterprise Management?
- A Strategic Management Approach

*Demonstration – Simple SEM tool*

## Module 2: Managing the Enterprise as a Whole

- Putting Together a Business Architecture
- Balanced Scorecard and Value Chains
- The Five Forces and Four Stages
- Operational Disciplines: SCM, CRM, ERP
- The Five Business Models Idea

*Exercise –The one-page business architecture*

## Module 3: Strategy – The Five Forces Idea

- The Business Landscape
- Competitive Intelligence
- Comparing Performance across Companies
- A Strategy Methodology

*Exercise – Finding out about the competition*

## Module 4: Performance Management - Balanced Scorecard

- Balanced Scorecard Concept
- The 4 Scorecards
- Cascading Scorecards
- Scorecards and Strategy

*Exercise – Preparing a balanced scorecard*

## Module 5: Execution - The Value Chain

- Value Chain Concept
- Supporting Components
- Measures and the Value Chain
- Driving the Value Chain Down
- Value Chains and Strategy

*Exercise – Preparing a value chain*

## Module 6: Enterprise Analysis – Descriptive Methods

- The Enterprise Analysis Method
- Analyzing with Descriptions
- Top-down Analysis
- Bottom-up Analysis
- Reconciliation of the Two Views

*Demonstration – A descriptive analysis tool*

## Module 7: Quantitative Methods

- Financial Analysis
- Quantitative Methods
- External Data
- Data Analysis for Strategic Decisions

*Exercise – Enterprise market position analysis*

## Module 8: Operations - The Customer View (CRM)

- Customer Relationship Idea
- Key Customer Relationship Processes
- Measures for Performance
- Customer Service

*Demonstration – A sales problem*

## Module 9: Operations – The Delivery View (ERP)

- Services, Products and Process Enablers
- Delivery Performance Measures
- Diagnostics

*Exercise – Value chain performance*

## Module 10: Operations - The Supplier View (SCM)

- The Supply Chain Concept
- Key Supply Chain Processes
- Supply Chain Measures
- Vendor Performance and Rating

*Exercise – Supply chain and it's measures*

## Module 11: Enterprise Transformation

- Strategies for Transformation
- Operational Transformation
- Back Office Transformation
- The Transformation Plan

*Exercise – Choosing a direction*

## Module 12: Enterprise Impact Analysis and Assessment

- Impacts on the Enterprise and the Industry
- Internal Transformation
- Economic Impacts
- Strategic Direction

*Demonstration – Incremental impact assessment*

## Section 13: The Role of Information Technology

- Strategy and Technology
- IT as a Commodity
- The Impact of Technology Change

*Exercise – IT as a commodity*

## Module 14: Enterprise Performance Measurement

- Business Intelligence
- Enterprise Performance Measurement Systems
- Presenting transparent data
- Locating Data – Taxonomies, Ontologies and Metadata

*Demonstration – A business intelligence tool*

## Module 15: Issues and Wrap

- Issues and Trends in Management
- Management Skills in the New World
- The Emergence of Virtual Businesses

*Questions and Answers*