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The Strategy Architect

(Certified Professional on Human Resource Management)

The Strategy Architect is an industry-focused certification program designed to equip aspiring strategists, managers, and business leaders with practical expertise in strategic planning, execution, and organizational transformation. This regular/weekend course is ideal for professionals looking to drive growth, lead change, and craft long-term business success in today's evolving marketplace. Whether you're a startup founder, corporate planner, or aspiring executive, this program empowers you to think, plan, and act strategically.



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About
CODEZCORP

Talent is everywhere. Opportunity is not. We have working with our members and leading employers to break down barriers, ensuring firms can access the very best talent and that our graduate members have the chance to fulfill their potential. Every day we are in the unique position to connect leading businesses with our community to help them identify and engage with their next generation workforce.

Skill-Based Outcomes

- Strategic Planning & Vision Execution
- Industry & Market Competitive Analysis
- Business Model Design & Innovation Frameworks
- Leadership and Change Management
- Strategic Communication & Marketing Alignment

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Key Learning Areas

Strategic Foundations & Vision Crafting

Key Topics Covered

- Importance of strategic planning in business success
- Distinction between strategic and operational planning
- Crafting impactful vision, mission, and core values
- Strategic planning cycle: from ideation to execution

Business Environment Scanning & Analysis

Key Topics Covered

- PESTEL analysis for external environmental scanning
- SWOT analysis and leveraging internal strengths
- Porter's Five Forces and competitive market analysis
- Benchmarking strategies and industry best practices

Crafting Winning Business Strategies

Key Topics Covered

- Corporate vs. business-level strategy
- Strategic growth options: market development, diversification, M&A
- Competitive strategies: cost leadership, differentiation, focus
- Innovation frameworks and Blue Ocean Strategy thinking

Strategic Frameworks & Performance Metrics

Key Topics Covered

- Balanced Scorecard and its application
- Portfolio analysis using BCG Matrix & GE-McKinsey
- Growth strategies via Ansoff Matrix
- Setting and managing OKRs and KPIs effectively

From Strategy to Action – Execution Essentials

Key Topics Covered

- Converting strategic goals into operational action plans
- Aligning team structure and organizational culture to strategy
- Principles of effective change management
- Leadership's role in executing strategic initiatives

Managing Risks & Tracking Strategic Performance

Key Topics Covered

- Identifying strategic risks and prioritization frameworks
- Scenario planning and contingency preparation
- Designing and using control systems for strategy tracking
- Strategic dashboards and performance tools for decision-making

Strategy in Diverse Sectors & Emerging Trends

Key Topics Covered

- Strategic planning in corporate, government, and NGO sectors
- Navigating globalization and digital disruption
- Embedding ESG (Environmental, Social, Governance) in strategy
- Sustainability as a strategic differentiator
- Strategic planning cycle: from ideation to execution

Leadership Dynamics & High-Performing Teams

Key Topics Covered

- Leadership styles: transformational vs. transactional
- Team building, motivation, and conflict management
- Delegation, empowerment, and accountability techniques
- Decision-making in strategic environments

Strategic Marketing & Communication Excellence

Key Topics Covered

- 4Ps of marketing and segmentation-targeting-positioning (STP)
- Internal and external communication strategies
- CRM (Customer Relationship Management) fundamentals
- Basics of digital marketing and outreach strategy

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Project

Project Title

Developing a Strategic Growth Plan for a Regional Retail Chain & test Series

Deliverables

Strategic assessment report, competitor benchmarking, OKR matrix, execution roadmap, and dashboard mock-up

Career

Option's You Can Choose

- Strategic Planning Manager
- Business Strategy Consultant
- Corporate Development Executive
- Chief Strategy Officer (CSO) – Entry/Mid Level
- Leadership & Transformation Coach

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FAQ'S

Who should take this course?



Startup founders, mid-level managers, business developers, and future strategy officers.



Is this course theoretical or hands-on?

It is highly practical with case studies, strategy simulation, and planning projects.

Will I learn how to apply real strategy tools?



Yes, you'll use BCG Matrix, SWOT, PESTEL, OKRs, Balanced Scorecard, and more.



Is this beneficial for small businesses or only large firms?

Both. Strategic thinking is scalable, and we provide use cases from startups to corporations.

Will I receive certification?



Yes, upon completion, a professional certification in Strategic Development & Planning is awarded.