

BLENDED MODEL - LIVE ONLINE &amp; IN-PERSON

# Certified Strategy Professional (CSP) Program

In today's fast-paced and competitive business landscape, organisations constantly seek innovative strategies to stay ahead. The Certified Strategy Professional (CSP) Program has emerged as a transformative learning experience, equipping professionals with the necessary skills to navigate the complex world of strategic management.

This program offers participants a deep understanding of the key concepts, frameworks, and tools used in strategic management, enabling them to make informed decisions and drive sustainable growth within their organisations.

## PROGRAM DIRECTOR

Prof. Kwaku  
Atuahene-Gima  
Founder & President, NIBS

## DURATION

7 days over 2 months

## INTAKE

Feb - Mar  
Jul - Aug

## TUITION FEE

GHS 9,399.00

## CONTACT

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*Program dates, facilitators and fees are subject to change.*



## PROGRAM BENEFITS

- Participants will develop the ability to think strategically and make informed decisions that align with organisational goals
- By mastering the art of strategy formulation and implementation, participants can contribute to improving business performance and achieving sustainable growth.
- The program equips participants with the tools and frameworks to identify and leverage competitive advantages in the marketplace
- Participants will gain skills to navigate change and foster innovation within their organisations, ensuring long-term success in dynamic business environments.
- Upon completing the program, participants will receive a certification, enhancing their professional credentials and signalling their expertise in business strategy.



## OBJECTIVES

- Think strategically, analyse complex business environments, identify opportunities, and formulate innovative strategies to achieve organisational objectives.
  - Explore the concept of competitive advantage and how organisations can differentiate themselves in the market to gain a sustainable edge over competitors.
- Gain proficiency in strategic analysis, evaluating internal and external factors influencing business performance, and formulating strategies aligning with organisational goals.
  - Focus on the implementation phase of strategic management, teaching participants how to translate strategies into actionable plans and effectively execute them.
  - Develop skills to identify and respond to market disruptions and changing business environments, ensuring agility and adaptability in strategy development and execution.
  - Explore how strategic thinking can drive innovation within organisations, enabling participants to develop strategies that foster creativity, technological advancements, and business model innovation.
  - Learn to make strategic decisions based on robust analysis, incorporating risk assessment, scenario planning, and evaluation of potential outcomes.
  - Cover methods to monitor and evaluate the performance of implemented strategies, enabling participants to measure success, identify areas for improvement, and make data-driven adjustments.

## CERTIFIED STRATEGY PROFESSIONAL (CSP) PROGRAM

### FACULTY

Prof. Kwaku  
Atuahene-Gima  
*Founder & President, NiBS*

Dr. Patrick Edwin Fiscian  
*-Lead Consultant, Redric Consulting  
-Adjunct Senior Lecturer, NiBS*

Mr. Ebo Richardson  
*Consultant in  
Organisational Strategy  
& Change, Digital Transformation,  
& Technology Architecture*

Dr. Abdul-Ganiyu  
*-Head of Corporate Affairs, NIA  
-Adjunct Senior Lecturer, NiBS*

Mr. Sylvester Mensah  
*Senior Lecturer, UPSA*



### PROGRAMS

**MODULE 1**  
Competitive Strategy

**MODULE 2**  
Strategic Change Management

**MODULE 3**  
Leading and Sustaining a Culture  
of Innovation

**MODULE 4**  
Closing the Strategy-Execution  
Gap



### LEARNING METHODS

- On Campus (In-Person)
  - Live-Online
- [Lectures, Strategy case Studies,  
Strategy Simulations, Strategy  
Execution Projection]



### CERTIFICATION

Upon completing the program,  
you will earn a:

- Digital Executive Diploma in  
**Strategic Management &  
Leadership**
- **Certified Strategy Professional  
(CSP) Certificate**



### PARTICIPANT PROFILE

The program is suitable for  
professionals and business leaders  
across industries who are involved in  
strategic decision-making and want to  
enhance their strategic management  
skills. It is ideal for executives,  
managers, entrepreneurs, and  
consultants seeking to develop a  
strategic mindset and drive  
organisational success.

