

Objective: To understand what strategy is, make business model, understand implementation role, and analyze the enterprise value.

Key Competences: Understanding, creating, and implementing strategy for innovative business.

Indicative Needs / Tasks: Using framework for improving strategy formulation and implementation.

Target Group: Managers in (Innovative) Companies, Innovative teams

Outcomes: Upon completion of the training each person will be able to:

learn what are the elements of strategy; learn how to create a strategy; define ways of moving on market; design a business model of business; realize how significant the connection between formulation and implementation of strategy is; learn to perceive how successfully they can operate over a certain period of time; understand how much money they have to have constantly engaged in current business; be able to make operational decisions related to the management of cash flows; define a point of return for their innovative business; and perceive their financial position.

Indicative Content:

Strategy: understanding the content of the strategy
Steps to define a strategy for your innovative business
Write the vision and mission of your innovative business
Organize people and work
Implementation of the strategy for your innovation
Balance sheet and profitability
Balance sheet and financial ratios
Cash flow and net present value
Sources of financing of small innovative businesses
Enterprise Value – Overview on relevant valuation methods

Duration: 2 days (from 10 am till 5 pm)

Language: Serbian, English

Keywords: Strategy Formulation and Implementation, Business Model of Innovative business, Cash flow, Enterprise Value

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