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CMI
Chartered
Management
Institute
CENTRE

MERIT ACADEMY

CHIEF STRATEGY OFFICER PROGRAMME

CMI LEVEL 8 DIPLOMA (THE DOCTORATE LEVEL)
IN STRATEGIC DIRECTION AND LEADERSHIP, UK

MERIT EDUCATION LTD

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» DETAILED BROCHURE



About

The Diploma

WHY JOIN THE PROGRAMME?

Globally Recognized Qualification

Earn a CMI Level 8 Diploma (PhD Level) in Strategic Direction and Leadership, UK.

Prestigious Professional Title

This programme qualifies you for the Chartered Manager (CMgr) designation, one of the most respected leadership titles worldwide.

Available in English and Arabic

Making it accessible to a wide range of executives and business leaders.

Learn from Global Experts

Led by renowned strategy and leadership specialists from the USA and UK, with decades of experience in Fortune 100 companies, global consulting, and executive training.

Unlimited Career Opportunities

Boost your professional standing, gain wider employment and promotion prospects, and offer your expertise as a strategic consultant to increase your income and grow your business.

A Flexible Programme for Leaders

Only 17 classroom days over a span of 6 months.

Learn Your Way

Personalize your learning journey to fit your lifestyle and schedule — whether through in-person classes, live virtual sessions, or on-demand recorded content. All delivered within an engaging, interactive environment filled with challenges, gamified activities, and dynamic learning experiences.

WHAT IS THE COST OF THE PROGRAMME?

Until 15 December (online)

\$8,600

In-person Attendance

\$11,200

Awarding Body

Chartered Management Institute (CMI), UK

Qualification Level

Level 8 (Doctorate level in the UK Professional Qualifications Framework)

Language of instruction

English / Arabic

Programme Duration

Flexible, ranging from 7 to 12 months depending on the learners pace

THE PURPOSE OF THE DIPLOMA

The primary aim of this diploma is to transform participants into proficient strategic management consultants and leaders capable of conceptualising, planning, and executing complex strategies seamlessly. By diving deep into a 12-step strategic management model segmented across four phase:

1. Strategic assessment
2. Strategy formulation
3. Strategy implementation
4. Strategic oversight.

This programme enables learners to convert strategic frameworks into actionable plans. It goes beyond theoretical learning, focusing on real-world application through hands-on assignments, case studies, and peer discussions.



EARN A GLOBALLY RECOGNIZED QUALIFICATION AT THE DOCTORATE LEVEL IN STRATEGIC DIRECTION AND LEADERSHIP !FROM UK AND JOIN THE RANKS OF ELITE CERTIFIED LEADERS

THIS DIPLOMA IS DESIGNED TO ENABLE PARTICIPANTS TO:



Formulate and implement innovative strategies:

Provide participants with the necessary tools to analyse strategic situations in depth, formulate effective and innovative plans, and implement them in real life with professionalism and skillfulness.



Improve communication and negotiation skills:

Develop their ability to communicate effectively and negotiate with internal and external stakeholders to achieve strategic goals.



Lead change: Enhance their ability to lead and manage strategic change within their organisations, with a focus on sustainability and long-term growth.



Practical application: Apply knowledge directly in their professional contexts through real-life projects and contemporary case studies, enhancing their understanding and equipping them with immediately applicable skills.

ENTRY REQUIREMENTS

- ♦ **A Level 7 qualification or an equivalent degree is required.** If not available, applicants can qualify by successfully completing either Strategic Leadership or Strategic Leadership Practice.
- ♦ **A minimum of 3 years of experience in a senior management role.**

EXPERIENCE AN INTERACTIVE LEARNING STYLE

- **Applied Tasks:**

Delve into real-world scenarios and apply your knowledge through comprehensive tasks.

- **Collaborative Sessions:**

Participate in group discussions, brainstorming sessions, and collaborative projects to enhance team interaction.

- **Peer Feedback:**

Benefit from diverse perspectives as you present your research findings and receive constructive feedback from fellow participants.

- **Case Study Analysis:**

Deepen your understanding of real business cases, analyse challenges, and develop strategic solutions.

- **Interactive Learning Programmes:**

Engage in dynamic learning programmes that go beyond traditional lectures, ensuring active participation and comprehension.

Experience a dynamic and interactive learning experience that mirrors the real business world.

DIPLOMA STRUCTURE

The primary aim of this Diploma is to cultivate individuals into proficient strategic management consultants and professionals. This is achieved through the meticulous exploration of four key components:

1. in-depth Exploration of Strategic Concepts:

We extensively discuss strategic principles, tools, and procedures. The classroom environment is utilised as an interactive platform for practical learning.

2. Real-Life Case Studies:

To ensure concrete understanding, students are encouraged to apply the discussed strategic concepts and tools to real-world scenarios within the classroom.

3. Hands-On Assignments:

The participants are tasked to implement the learned concepts and tools within an organisation of their choice. This is integral to the learning process, bridging the gap between theory and practice.

4. Interactive Discussion of Assignment Outcomes:

Interested participants present their assignment results in an open classroom forum, which fosters a vibrant exchange of ideas, constructive criticism, and feedback from peers. This component comprises:

- **Presentation of Findings:**

Students must prepare a professional presentation detailing their findings and providing evidence-based results and recommendations.

- **Personal Video Summary:**

Interested participants record a concise video summarising their project. This video is uploaded to the programme's digital platform for broader exposure and feedback.

- **Classroom Debate:**

A rigorous professional discussion ensues among the participants. They present and defend their findings, tackle questions, address critiques, and incorporate diverse viewpoints. This process enhances the depth of intellectual debate and understanding.

- **Advanced Research and Analysis**

We allocate ample time for in-depth research, comprehensive analysis, presentation preparation, and professional discussions. We emphasise that credible sources and relevant evidence should support all analyses and recommendations.

The programme's curriculum thoroughly covers a strategic management model of twelve processes. These processes are segmented into seven independent units for a streamlined learning experience.



Flexible & innovative Learning Options at Merit Academy

Welcome to Merit Academy - where we craft exceptional learning experiences that are flexible, diverse, and engaging!

At Merit Academy, we believe that every learner is unique. That's why we offer a variety of learning pathways tailored to suit your needs, goals, and lifestyle:

in-Person Learning

Join our dynamic classroom sessions and engage face-to-face with distinguished instructors and peers in an interactive and inspiring environment.

Live Virtual Learning

Participate in real-time online sessions through our advanced digital platform - experience the same quality of interaction and collaboration from anywhere in the world.

Recorded Sessions

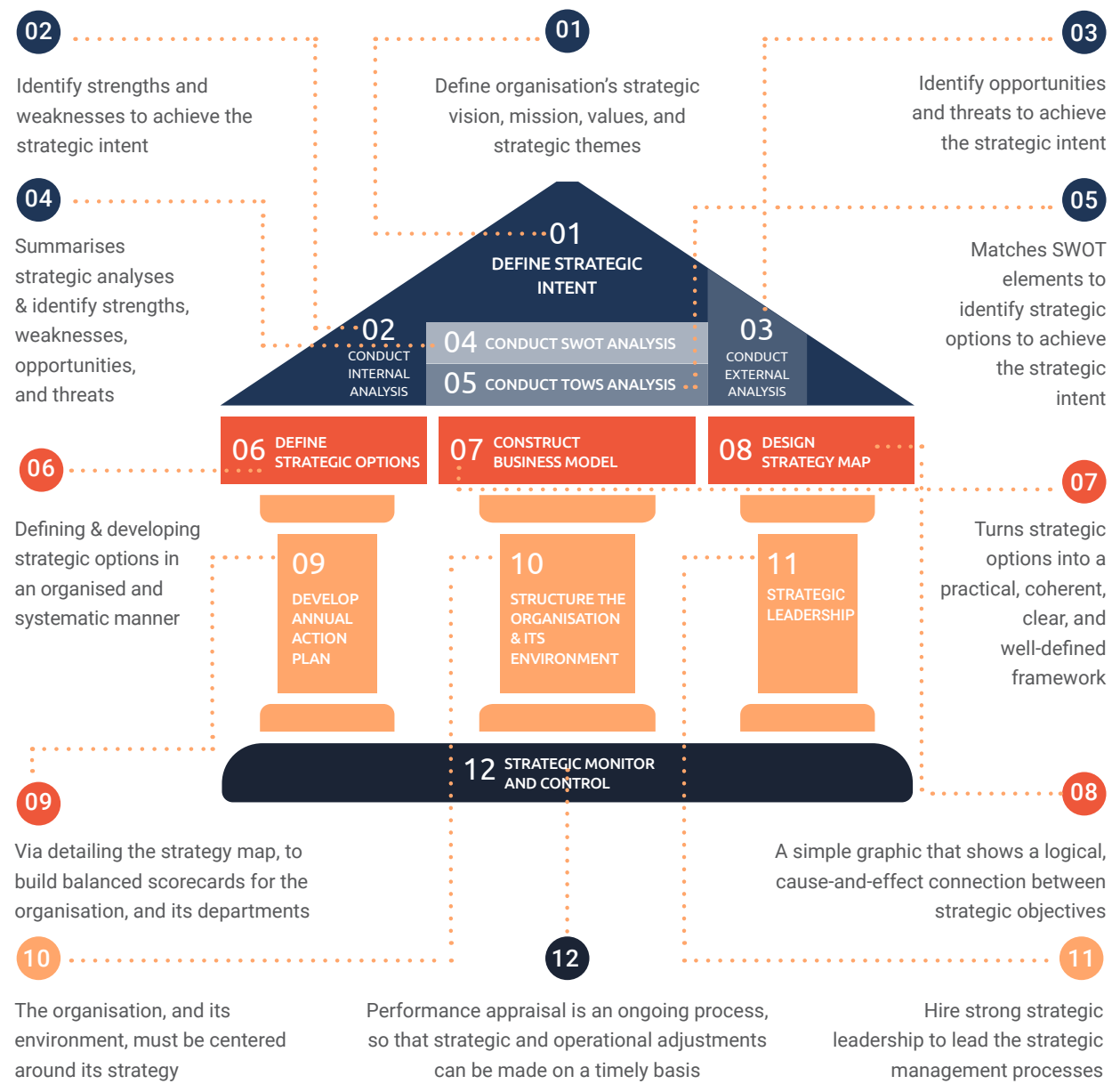
Can't attend live? No problem! All sessions are recorded and available on-demand, so you can revisit them at your convenience and pace.

Self-Paced eLearning

Learn at your own rhythm with our interactive digital content - including instructional videos, mental exercises, challenges, and educational games - designed to simplify concepts and maximize your learning.

◀◀ **At Merit Academy, we design a learning experience around you because you deserve the very best!**

STRATEGIC MANAGEMENT PROCEDURES MODEL





DIPLOMA MODULES

The diploma consists of seven independent Units designed to transform you into a strategic leader.

1. Strategic Management and Strategic intent:

Delve into the core of strategic thinking and develop clear and actionable intents.

2. Strategic Analysis:

Understand the complexities involved in analysing business environments and internal capabilities.

3. Strategy Formulation:

Formulate strategies that align with your organisation's goals and market requirements.

4. Strategic Implementation and Operational Plan:

Translate strategies into real-world actions and plans.

5. Managing Organisational Environment and Structure:

Address the complexities of organisational dynamics to achieve strategic success.

6. Strategic Leadership and Change Management:

Lead with vision and insight, drive change forward, and effectively manage challenges.

7. Strategic Control and Monitoring:

Establish systems to track, measure, and improve strategic progress.



Units' **Breakdown**

1

STRATEGIC MANAGEMENT AND STRATEGIC INTENT



OBJECTIVE

1. Understand and Appreciate the Fundamentals of Strategic Management and Strategic intent: Gain a comprehensive understanding of the foundational principles of strategic management and strategic intent. This includes learning about the strategic management process, the role of strategic intent in guiding organisational direction, and the interplay between strategic planning, execution, and assessment.
2. The objective is to equip students with the essential knowledge and analytical skills to comprehend and effectively respond to strategic challenges in a business environment.



LEARNING OUTCOMES

- Demonstrate a comprehensive understanding of general frameworks of strategic management.
- Develop the ability to formulate the strategic intent of an organisation or project.



ASSESSMENT TASK

Participants will complete two assignments:

- Guide on Advanced Strategic Analysis Steps: This guide critically evaluates an organisation's strategic actions and recommends improvement.
- Comparative Strategic intent Analysis: As a strategy consultant, participants will compare two organisations' strategic intents and define a strategic direction for one, offering actionable recommendations.

2

STRATEGIC ANALYSIS



OBJECTIVES

1. To gain a comprehensive understanding of strategic analysis concepts and methodologies, including but not limited to PESTEL Analysis, Porter's Five-Forces, SWOT Analysis, and Value Chain Analysis.
2. To develop the skills necessary for robust strategic analysis, focusing on critical thinking, data interpretation, and strategic decision-making.
3. Understand the interplay between an organisation's strategy, external environment, and internal capabilities and resources.
4. To appreciate the role of strategic analysis in informing the development and implementation of successful business strategies.
5. To apply theoretical knowledge in a practical setting through case studies and real-world scenarios, thus enhancing problem-solving abilities in a strategic context.
6. To effectively communicate the results of a strategic analysis, in both written and verbal formats, to various stakeholders, including management, colleagues, and clients.



LEARNING OUTCOMES

- Comprehensively understand strategic analysis tools and methodologies.
- Conduct internal strategic analysis and assess the impact of the internal environment on strategic decision-making.
- Conduct external strategic analysis and assess the impact of the external environment on strategic decision-making.
- To Convert the strategic analysis findings into strategic options using SWOT and TOWS matrices.
- Demonstrate a comprehensive understanding of effective techniques for sharing analysis outcomes with team members, recognizing the importance of communication in strategic management.



ASSESSMENT TASK

Building on the outcomes of Unit 1, participants will continue working on the same organisation to conduct a complete strategic analysis. This includes:

- internal and external environment analysis
- Strategic options generation using SWOT and TOWS
- Communication strategy for presenting analysis results

3

STRATEGIC FORMULATION



OBJECTIVES

1. To understand and apply strategic business models in real-world scenarios, acquire proficiency in developing business canvas models that succinctly capture an organisation's value proposition, customer segments, channels, customer relationships, key activities, key resources, key partners, cost structure, and revenue streams.
2. Additionally, to design and interpret strategy maps visually representing an organisation's strategic objectives and the causal relationships between them, aligning these objectives with the business canvas model to foster an effective strategic plan.



LEARNING OUTCOMES

- Implement strategic business models, turning the TOWS matrix into clearly defined strategic options.
- Design the business canvas model for an organisation that stems from its strategic options.
- Design a strategy map based on its business canvas model and strategic options.



ASSESSMENT TASK

Continuing the integrated work in the same organisation, participants are required to:

- Formulate strategic options based on a TOWS analysis using four strategic models.
- Design a Business Canvas Model that reflects the selected strategic options.
- Develop a comprehensive Strategy Map illustrating the alignment between strategic objectives, the business model, and choices.

4

STRATEGIC IMPLEMENTATION AND OPERATIONAL PLAN



OBJECTIVES

1. **Understanding Operational Planning:** Acquire an in-depth understanding of the key concepts, methodologies, and tools in operational planning, including its role in executing strategic initiatives.
2. **Balanced Scorecard Mastery:** Master using the Balanced Scorecard approach for operational planning and strategic implementation. Understand how this tool aligns daily operations with strategic objectives.
3. **Strategy to Action:** Develop the ability to translate strategic objectives into operational actions and tasks, ensuring alignment between strategy and implementation.
4. **Performance Measures:** Learn how to establish, track, and analyse performance measures based on the Balanced Scorecard to assess the success of the operational plan and its alignment with strategic goals.
5. **Stakeholder Engagement:** Understand the importance of stakeholder engagement in the operational planning and strategic implementation process and develop strategies to involve key stakeholders effectively.
6. **Formulating Annual Operational Plan:** Gain the skills needed to create a comprehensive annual operational work plan using a Balanced Scorecard approach, ensuring it effectively supports the organisation's strategic direction.
7. **Effective Implementation:** Learn the principles and best practices of effectively implementing the operational plan while monitoring and adjusting it based on performance measures and changing circumstances.



LEARNING OUTCOMES

- **Master Strategic Implementation:** Demonstrate a comprehensive understanding of strategic implementation principles across various organisational contexts.
- **Develop Operational Plans:** Construct a detailed annual plan using the Balanced Scorecard to reflect strategic goals.



ASSESSMENT TASK

Building on the Strategy Map developed in Unit 3, participants will:

- Analyse enablers and barriers to successful strategy implementation within their selected organisation.
- Develop a comprehensive Annual Operational Plan based on the Balanced Scorecard, aligned with the strategic objectives, and detail how it will be communicated across the organisation.

5

MANAGING ORGANISATIONAL ENVIRONMENT AND STRUCTURE



OBJECTIVES

1. To attain proficiency in managing organisational structure and culture, understanding their implications on strategic and operational plans, and developing the ability to apply risk management principles and maintain organisational agility in dynamic business environments.
2. The aim is to enhance students' comprehension of these crucial aspects of strategic management and improve their practical skills in these areas for effective strategic execution.



ASSESSMENT TASK

Participants will continue working on the same organisation selected in earlier units to:

- Analyse organisational structure and flexibility
- Assess strategic risks and propose mitigation plans
- Examine organisational culture and its impact on performance
- Recommend strategies to enhance agility and adaptability



LEARNING OUTCOMES

- Gain an in-depth understanding of the effective management of the organisational structure, demonstrating the capability to align it with strategic and operational plans to achieve business goals.
- Develop and demonstrate the competence to integrate risk management principles within strategic planning processes, acknowledging their role in mitigating potential organisational threats.
- Understand and apply concepts of organisational culture management, underlining its pivotal role in strategic execution and the overall performance of an organisation.
- Acquire a comprehensive understanding of organisational agility and flexibility, recognizing their impact on an organisation's ability to adapt and respond to dynamic business environments.

6

STRATEGIC LEADERSHIP AND CHANGE MANAGEMENT



OBJECTIVES

1. To develop the capacity to lead strategic initiatives effectively and manage organisational change processes through a comprehensive understanding of strategic leadership principles and change management strategies.
2. This unit aims to equip students with the skills to drive organisational success, implement effective change, and foster continuous learning within an organisation to align with strategic objectives and enhance overall performance.



LEARNING OUTCOMES

- Demonstrate leveraging strategic leadership capabilities to drive organisational success and facilitate strategic change.
- Develop and implement effective change management strategies that align with and support achieving organisational goals.
- Exhibit proficiency in managing employee training and development initiatives, focusing on continuous learning in meeting strategic objectives.



ASSESSMENT TASK

Participants will continue working in the same organisation to:

- Identify and apply key strategic leadership skills to lead change
- Develop a practical guide to managing organisational change and overcoming resistance
- Create a strategic personal and team development plan to support long-term growth

7

STRATEGIC CONTROL AND MONITORING



OBJECTIVE

To enhance the understanding and application of strategic control and monitoring processes for organisational performance optimisation.



ASSESSMENT TASK

Participants will continue working in the same organisation to:

- Analyse and improve the current strategic control and monitoring system
- Develop a plan to manage business obstacles and enhance accountability mechanisms
- Create a practical guide for implementing strategic control processes using appropriate tools and technologies



LEARNING OUTCOMES

- Understand and critically analyse the role, nature, and procedures of strategic control and monitoring in the context of organisational performance.
- Develop an in-depth understanding of accountability mechanisms, strategies for identifying and managing business impediments, and various progress measurement and reporting methodologies.
- Demonstrate competence in managing strategic control and monitoring processes, employing suitable methodologies and technologies.



Get in

Touch

Ready to advance your career with world-class leadership programmes? Need guidance on enrollment or course selection? We're here to help! Connect with us today and take the next step toward success!

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