Corporate Strategy Masterclass

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The Corporate Strategy Masterclass is a 10-day senior strategy programme delivered by Mars Training Centre UK in London, New York, Geneva, Dubai and Tokyo — designed for directors, general managers and board members responsible for shaping and signing off corporate strategy at the highest level.

Corporate strategy is the work above business strategy: deciding what businesses an organisation should be in, how it should be structured, where capital is allocated, which mergers and divestments make sense, and what the parent company actually adds. It is the work boards spend the most time on and feel least equipped for. This masterclass is built for the leaders who carry that responsibility — to give them the frameworks, the analytical depth and the judgement to take corporate decisions of consequence with confidence.

Across ten days delivered as two consecutive working weeks, you will cover the full canon of corporate strategy: industry and macro analysis, competitive position, portfolio choice, capital allocation, mergers and acquisitions, restructuring, parenting advantage, growth strategy, international expansion, and the governance of strategy itself. The programme is delivered by senior practitioners with executive and consulting experience at the corporate-strategy level.

What You Will Learn

- Apply the major frameworks of corporate strategy — Porter, BCG, McKinsey, the resource-based view and beyond — to your organisation's circumstances.
- Diagnose industry structure, macro forces and disruption risk at the corporate level.
- Evaluate the corporate portfolio using disciplined choice and capital-allocation frameworks.
- Assess parenting advantage and the real value the corporate centre adds to its businesses.
- Lead an M&A strategy from rationale through screening, valuation and integration planning.
- Design and evaluate growth strategies — organic, inorganic, geographic and adjacent.
- Build a corporate strategy that is internally consistent and externally credible to the capital markets.
- Stress-test strategy under multiple plausible scenarios.
- Communicate corporate strategy to boards, investors, regulators and the wider organisation.
- Govern the corporate strategy process — what the board owns, what management owns, what advisers own.

How You Will Benefit

You will leave with a working corporate strategy review for your own organisation or business unit, a structured corporate-strategy mental model, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can lead and challenge corporate-level strategic conversations, contribute meaningfully to portfolio and capital-allocation decisions, and represent the strategy credibly to investors, regulators and the workforce.

Who This Programme Is For

This programme is designed for the most senior strategic leaders, including:

- Chief Strategy Officers and Directors of Corporate Strategy
- Chief Executive Officers and Chief Operating Officers
- Group heads of business units and country managers
- Executive board members and senior non-executive directors
- Family-business principals and next-generation owners
- Senior partners and managing directors in private capital
- Senior public-sector executives leading institutional strategy
- Heads of corporate development and M&A

The seniority floor is director level and above. The programme runs in person over two consecutive working weeks and carries a fee of £8,950.