

Strategic Thinking and Planning

(One-Week Training Program)

01/03/2020—05/03/2020

Dubai-UAE

Course Overview

An organization without strategy is like a ship without a rudder. How can organizations continue to provide exceptional value to stakeholders and customers if they are not clear on where they are heading and how they will get there? The answer is they can't. This is where the role of strategy becomes essential. Strategy is about setting ambitious goals, understanding the surrounding current and future environment and providing a sense of direction for the organization.

Course Objectives

By the end of the course, participants will be able to:

- To assist participants in developing their planning skills
- Apply strategic thinking to analyze their current environment and determine organizational ambition.
- To meet the business challenges of today and tomorrow.
- To provide a sound understanding of the process of planning
- Employ the strategic management process to best achieve the desired ambition.
- Assess and choose strategies that create a sustainable competitive advantage for the organization.
- Determine strategic objective, Key Performance Indicators (KPIs) and SMART targets for the organization.

Who Should Attend This Course?

This course is suitable for:

All managers and senior professionals who are involved in influencing, formulating or supporting the long term planning and strategy of their department and/or organization, as well as those who are responsible for linking, measuring and improving the performance of the organization, including strategy or performance management professionals, balanced scorecard program managers, business unit and department managers and business analysts.

Training Methodology

This dynamic training course is highly-interactive & encourages delegate participation through a combination of lectures, group discussion, practical exercise, and case studies and simulation applied to real world sessions designed to reinforce new skills. The comprehensive course manual has been designed to be practical, easy to use and facilitate learning. In order to help with establishing individual and organizational concerns.

- Language: English and Arabic.
- Power Point presentations and oral discussions.
- Practical applications and case studies.
- Workshops and group discussions.
- Role Play and demonstrations
- Indoor Activities

Course outlines:

DAY 1

Basics of Planning

- Functions of Management
- The challenges facing management
- The focus of planning
- The importance of planning
- Elements of planning
- Business plan basics
- Elements of a business plan

DAY 2

Phases of Planning

- Steps in the planning process
- Guidelines to ensure successful planning and Implementation
- Planning and decision making
- Identifying planning styles
- Assessing the validity of ideas
- Minimizing risks
- Problem solving, a planning process

DAY 3

Strategic Planning

- The strategic planning process
- Organizational mission
- Organizational objectives
- Organizational strategies
- Organizational portfolio plan
- Relating the Strategic Plan and Operational Plans
- SWOT analysis

DAY 4

Creative Thinking

- What is Creativity?
- Using Logical and Creative Thinking
- Becoming Creative
- Understanding the Creative Process
- Identifying Thinking Patterns
- Understanding Your Thought Processes
- Assessing Your Natural Creativity
- Stimulating Creative Thinking
- Changing the Way You Think
- Selecting the Approach
- Applying Your Creativity
- Involving Creative People
- Working together
- Facilitating the Process
- Analyzing Your Ideas
- Stimulating Ideas
- Reviewing Ideas
- Assessing Your Creativity

DAY 5

Assessing Strategic Choices

- The 3 Primary Goals of Competitive Strategy
- Determining Where to Play (Business Definition)
- Porter's Generic Competitive Strategies
- Innovating in the Industry Value Chain
- Developing a Competitive Advantage 'How to Win'