

Certified Strategic Planning

Course Overview:

The business world is rapidly changing — creating short-span windows of opportunities and unexpected threats. To adapt and adjust to this dynamic environment, organizations seek planning tools that would allow them to build strategies that are both flexible and shock-absorbent. This course will help improve long-term organizational performance through the use of strategic planning tools. Participants will explore the framework that provides the foundation of a successful business strategy, focusing on the main components of a strategy and practicing the development of an efficient strategic plan. The course will also provide insights into the fundamental principles and methods for communicating strategy across the organization.

Course Objectives

Upon completion of this course, participants will be able to:

- Understand Strategic Planning Concepts: Grasp the fundamental concepts of strategic planning, including vision, mission, values, and strategic goals.
- Conduct Strategic Analysis: Utilize various tools and techniques to analyse internal and external environments, identify strengths, weaknesses, opportunities, and threats (SWOT).
- Develop Strategic Plans: Create comprehensive plans aligning with organizational goals and objectives.
- Implement Strategic Plans: Develop effective implementation strategies and monitor progress.
- Evaluate Strategic Performance: Assess the effectiveness of strategic initiatives and make necessary adjustments.

Course Outcomes

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

- Develop a clear and compelling vision and mission statement.
- Conduct an in-depth SWOT analysis to identify strategic opportunities and challenges.
- Formulate effective strategies to achieve organizational goals.
- Create actionable implementation plans with clear timelines and responsibilities.
- Monitor and evaluate the progress of strategic initiatives.
- Make data-driven decisions to improve strategic performance.

**program's
objectives**



**program's
Outlines**



- **Module 1: Introduction to Strategic Planning**
 - What is strategic planning?
 - The importance of strategic planning
 - Assumptions for strategy planning.
 - The strategic planning process
 - Key components of a strategic plan
- **Module 2: Corporate Identity**
 - Impact
 - Mission
 - Corporate values
 - Capabilities
- **Module 3: Choice of a competitive strategy**
 - Low cost, low price
 - Differentiation
 - Customer relationship
 - Network effect
- **Module 4: Strategic Internal Environmental Scanning**
 - Assessing existing processes
 - Assessing existing resources
 - Assessing existing procedures
 - Competitive benchmarking
- **Module 5: Strategic External Environmental Scanning**
 - PESTEL analysis
 - Porter's 5 forces
 - SWOT Analysis
 - Scenario Planning
- **Case Study**
 - Definition of corporate identity
 - Internal environment scanning
 - External environment scanning
 - SWOT analysis
 - Scenario planning
- **Module 6: Vision & Choice of Growth Strategy**
 - Defining the vision in the context of the chosen planning scenario

- Vision and mission statements
- Core values
- Strategic goals and objectives
- Strategic options and choices
- Developing strategic initiatives
- Intensive growth
- Internationalization strategies
- Integrative growth
- Diversification strategies
- **Module 7: SMART Objectives at Corporate Level**
 - Long-term vs. strategic objectives
 - SMART strategic objectives
 - The strategy tree
- **Module 8: Strategic Implementation**
 - Creating implementation plans
 - Resource allocation
 - Change management
 - Project management
 - Performance measurement
- **Module 9: Planning at Departmental Level**
 - An overview of the planning process at department level
 - The algorithm of cascading the corporate strategy
 - Planning “business as usual” vs. identifying new projects at department level.
- **Module 10 : Strategic Evaluation and Control**
 - Monitoring and control systems
 - Performance measurement
 - Strategic review and evaluation
 - Learning and adaptation
- **Practical Exercises and Case Studies**

Targeted Audience



- Business owners and top management.
- Middle management professionals.
- Consultants and academia

Training methods



- ★ Technology-Based Learning.
- ★ Simulation in Training.
- ★ On-the-job guidance.
- ★ Trainer-Led Training.
- ★ Work Teams and Roles.
- ★ Films and Videos.
- ★ Case Studies and Workshops.

Financial Proposal



5 Days – 25 Hours



Dubai / First Class Hotel



From 9:00 am to 2:00 pm (UAE Time)



TR.

KSA



www.hdtc-ksa.com



info@hdtc-ksa.com

UAE



www.hdtc.ae



info@hdtc.ae



#HDTC

+966 9200 15661

+966 55 744 4070

+971 4 220 8780

+971 52 9376837