

DAY 1

The Current and Future Dynamics of the Global Oil and Gas Business

- Structural Change in Supply and Demand in the Global Oil and Gas Business
- The Future of Oil and Gas compared with other Major Energy Sources
- Developments in Upstream Activities and their Strategic Impact
- Developments in Downstream Activities and their Strategic Impact
- The Changing Significance of the Petrochemical Sector
- Forecasting the Future Major Trends in Oil and Gas
- The Changing Balance of OPEC and non-OPEC Activities

DAY 2

Creating and Applying a Robust Business Strategy

- Leading-edge Thinking in Business Strategy
- The Process and Content of Contemporary Strategic Analysis
- How to Create an Effective Strategic Plan
- Focus and Concentration of Resources to Sustain Advantage
- Financial and Non-Financial Performance Management
- Contrasting Examples of Successful Strategies
- Executing Strategy – Break It Down and Get It Done

DAY 3

Aligning and Linking Strategic and Operational Management

- The Principle of Strategic Alignment and its Significance
- Programmes, Projects and Policies – Cohesion and Priorities
- Aligning Corporate Resources with Objectives and Targets
- Aligning the Organizational Structure with the Strategic Plan
- Designing an Information System to Facilitate Effective Control
- Coordinating Strategic and Operational Management
- Dealing With Variance and Divergence in Operational Management

DAY 4

How to Implement Strategic Plans Effectively

- Structuring and Managing a Strategic Planning Team
- Setting Strategic and Operational Goals and Targets
- System Control and the Requirement for Agile Capability
- People Development – Cascading Your Strategy
- Strategic and Operational Reviews and Consequent Decisions
- Resource Budgeting and Internal / External Relationships
- Identifying and Planning for Change in the Oil and Gas Business

DAY 5

Achieving Strategic Change in the Oil and Gas Business

- What are the Main Factors Affecting Profitable Growth in Oil and Gas Business?
- Where are the Best Opportunities in the Changing Global Oil and Gas Market?
- Value Migration and Value Capture – The Quest for Sustainability
- What are the Investment Priorities to support the Process of Change?
- The Strategic Manager as *Coach* and Mentor for Team Members
- Gaining Buy-in and Commitment amongst the Various Stakeholders
- Deciding your Top Priorities after Completing this Training Course