

DAY 1

Strategy, Strategic Planning and Competitive Positioning

- Introduction to the Seminar – *Structure and Content*
- Strategy - *Concept and Significance*
- “Competitive Positioning” vs. “Blue Sky” Approaches
- Achieving Competitive Advantage through Flexibility and Agility
- The Interaction of Strategy, Structure and Business Processes
- Gathering Information and Intelligence for the SWOT Analysis

DAY 2

Strategic Intent, Strategic Choice and Balancing Scorecards

- Vision and Mission Statements - *Preparing for the Future*
- Business Analysis and Contingency Planning
- Strategic Choice
- Converting the SWOT Analysis into the “*Strategy Matrix*”
- Strategy Formulation – *Programmes, Projects, Policies*
- Transforming the Organization - *Strategy Implementation and Managing Change*

DAY 3

Assessing the Current State of the Organization

- Leadership and Management in relation to Strategy
- Customer and Market Focus
- Human Resources and Knowledge Management
- Building a Strategic Planning Team
- Effective Process Management to Achieve Business Results
- Monitoring and Measuring Business Performance

DAY 4

Strategic Planning Best Practice Whilst Avoiding the Pitfalls

- The Strategy Life-cycle and the Problem of Strategic Drift
- Getting Innovative thinking into the Organization

- The Potentially Negative Dimensions of Success
- How to Avoid '*Paralysis by Analysis*'?
- Overcoming inability to evaluate fresh ideas, denying the truth and thinking inside the box
- The Critical Importance of Good Planning Team Dynamics

DAY 5

Personal Strategic Planning

- Applying Strategic Tools and Techniques to the Individual
- Personal Goal Setting, Creating a Personal Strategic Plan
- Implementing Change - *Achieving Progress as a Strategic Manager*
- The Mix of Competencies and Personal Skills required in 21st Century Business
- Executing Strategy - *How to break it down and get it done?*
- Developing Inspiration and Gathering Support
- Overcoming Adversity by Leveraging your Skills and Building on Success
- Conclusion - *A Personal Role in the Strategic Planning and Goal Setting Processes*