

DAY 1

What is Strategy? Understanding The Bigger Picture

- Principles of Strategic Management and Business Planning
- The Scope of A Strategic Business Plan
- Creativity and Innovation in Strategic Management
- The Importance of Consulting with Colleagues and other Stakeholders
- Principles and Methods of Delegation

DAY 2

Develop A Strategic Business Plan For Your Organisation

- Strategic Analysis of Your Environment
- Industry Analysis Tools and Techniques
- Tracking Market Developments
- Understanding Your Organisation's Ability to Respond to Market Opportunities and Threats
- Strategic Fit of Your Organisation's Structure, Business Processes and Culture
- Generating, Prioritizing and Selecting Strategic Options

DAY 3

How to Ensure Strategic Alignment

- Principles of Strategic Alignment
- A Strategic Management System
- Developing A Strategy Map
- Alternatives to The Strategy Map
- Advantages and Disadvantages of The Balanced Scorecard
- Total Strategic Alignment

DAY 4

How to Implement and Evaluate Strategic Business Plans

- Stakeholder Analysis and Communication
- Allocating People and Resources to The Plan
- Evaluating and Improving Performance against Plan

- How to Assess and Manage Risk
- Performance Measurement and Management

DAY 5

Putting the Strategic Business Plan into Action

- Communicating Strategy to Align Your Organisation
- Gaining Commitment to, and Responsibility for, The Strategy
- Effective Implementation - *Converting Strategic Plans into Tangible Results*
- **Case Study:** Linking Operational Plans with Strategic Objectives
- Personal Goals, Plans and Commitment to Act