

Eight-Hour Strategy and Strategic Planning Workshop

Session 1: Introduction to Strategy (1 hour)

- Understanding Strategy and its Importance
- Key Concepts in Strategic Management
- The Role of Strategy in Organizational Success

Session 2: Environmental Analysis (1 hour)

- Conducting External Environmental Analysis
- SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats
- Identifying Competitive Forces and Industry Trends

Session 3: Internal Analysis (1 hour)

- Assessing Internal Organizational Capabilities
- Resource-Based View (RBV) Analysis
- Identifying Core Competencies and Competitive Advantages

Session 4: Strategy Formulation (1 hour)

- Setting Strategic Objectives and Goals
- Developing Strategic Alternatives
- Evaluating Strategic Options

Session 5: Strategic Planning Process (1 hour)

- Overview of the Strategic Planning Process
- Steps in Strategic Planning: Vision, Mission, Values
- Establishing Strategic Priorities and Initiatives

Session 6: Strategy Execution (1 hour)

- Translating Strategy into Action Plans
- Aligning Resources and Activities with Strategic Goals
- Implementing Monitoring and Control Mechanisms

Session 7: Strategic Alignment and Integration (1 hour)

- Ensuring Alignment of Functional Strategies with Overall Strategy
- Integrating Strategic Plans Across Departments and Teams
- Building a Cohesive Organizational Strategy

Session 8: Strategic Review and Adaptation (1 hour)

- Conducting Regular Strategic Reviews
- Evaluating Strategy Performance
- Making Adjustments and Adaptations to Strategy

Throughout the workshop, interactive discussions, case studies, and hands-on exercises will be used to engage participants and reinforce key concepts. Participants will leave with a solid understanding of strategy and strategic planning processes, as well as practical tools and techniques to apply in their organizations.