

## What will you learn and practice?

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The Business Strategy & Planning for Managers is a 3-days hands-on training programme, highly interactive with exercises and role plays. The programme will be led by an experienced facilitator with former management experience in international companies.

- **10 Programme Modules:**

**1 – Strategic Planning Principle**

- Determining a frame of reference for strategic planning concepts
- Schools of thought in strategic planning
- The evolution of strategy

**2 – An Overview of the Strategic Planning Process**

- Basic elements of strategic planning
- Developing and managing the strategy formation process

**3 – Understanding Your Organization's Mission**

- Your organization's core values
- Creating an inspiring mission statement for your own organization

**4 – Assessing the External Environment**

- Identifying macro and micro factors
- Responding to changes in the environment
- The I/P (Importance/Performance) matrix as a competitive tool

**5 – Understanding Your Internal Environment**

- How to become a high-performing organization
- Financial elements of developing strategy

**6 – Formulating Your Strategic Planning**

- Data synthesis
- SWOT analysis

**7 – Competitive Strategic Planning**

- Defining your competitive advantage
- The product/industry/life-cycle curve
- Understanding mega patterns

**8 – Ensuring Strategic Alignment**

- Creating organizational accountability
- How to translate the grand design into well-executed strategic planning

## **9 – Strategic Planning Execution**

- Key building blocks
- Learning the three core processes
- Understanding resource allocation and strategy formation

## **10 – A Strategic Planning Process**

- Determining the best processes for your business