KOENIG SOLUTIONS · COURSE OUTLINE

Planning Specialist

Learn to develop, assess and implement strategic plans, from SWOT analysis and strategic choice to personal strategic planning.

5 Days	5	36
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course covers the concept of strategy and competitive positioning, including SWOT analysis and the interaction of strategy, structure and business processes. It then examines strategic intent and choice, covering vision and mission statements, contingency planning and the conversion of SWOT findings into a strategy matrix, followed by strategy formulation and implementation. It moves on to assessing the current state of an organization through leadership, customer focus, human resources and process management, and to strategic planning best practice, including avoiding strategic drift and analysis paralysis. The course closes with personal strategic planning, applying strategic tools to individual goal setting and execution.

WHO THIS COURSE IS FOR

- **Strategic Planners**
- **Business Managers**
- **Planning Team Members**
- **Corporate Strategists**
- **Senior Executives**
- **Change Managers**

LEARNING OBJECTIVES

- Explain the concept and significance of strategy
- Compare competitive positioning and blue sky approaches
- Apply SWOT analysis to gather strategic information
- Describe the interaction of strategy, structure and processes
- Develop vision and mission statements for an organization
- Convert a SWOT analysis into a strategy matrix
- Assess the current state of an organization's leadership and processes
- Identify pitfalls such as strategic drift and paralysis by analysis

COURSE SYLLABUS

5 Modules, 36 Topics

DAY 1

01

Strategy, Strategic Planning and Competitive Positioning

TOPICS

- Introduction to the training course - 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
- Mini-cases and group discussion - “Cost vs. Differentiation”

DAY 2

02

Strategic Intent, Strategic Choice and Balancing Scorecards

TOPICS

- 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
- Mini-case and group discussion - “Major strategic re-orientation”

DAY 3

03

Assessing the Current State of the Organization

TOPICS

- 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
- Mini-case and group discussion - “A market entry problem”

DAY 4

04

Strategic Planning Best Practice Whilst Avoiding the Pitfalls

TOPICS

- 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
- Mini-case and group discussion - “How and why a good organization can go bad?”

DAY 5

05

Personal Strategic Planning

TOPICS

- 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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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