KOENIG SOLUTIONS · COURSE OUTLINE

Strategic Planning & Goal Setting

Learn to develop, implement and evaluate strategic plans, from SWOT analysis and strategic choice to personal goal setting.

5 Days	5	32
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course covers the concept of strategy and competitive positioning, including gathering intelligence for SWOT analysis. It examines strategic intent and choice, converting analysis into a strategy matrix, and formulating and implementing strategy through programmes, projects and policies. It looks at assessing an organisation's current state across leadership, customer focus, human resources and process management, and building a strategic planning team. It also addresses best practice in strategic planning, avoiding pitfalls such as strategic drift and paralysis by analysis, before applying strategic tools and techniques to personal goal setting and strategy execution.

WHO THIS COURSE IS FOR

- **Strategic Planners**
- **Business Managers**
- **Team Leaders**
- **Senior Executives**
- **Organizational Development Professionals**

LEARNING OBJECTIVES

- Explain the concept and significance of strategy
- Compare competitive positioning and blue sky approaches
- Apply SWOT analysis to gather strategic information
- Analyse strategic choice and convert it into a strategy matrix
- Plan strategy formulation through programmes, projects and policies
- Assess an organisation's leadership, customer focus and human resources
- Identify pitfalls such as strategic drift and paralysis by analysis
- Develop a personal strategic plan and set personal goals

COURSE SYLLABUS

5 Modules, 32 Topics

DAY 1

01

Strategy, Strategic Planning and Competitive Positioning

TOPICS

- 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

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

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

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

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

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

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