

“Strategy Planning & Goals Setting” Training Program (English Material)

Course Length: 25 Hours @ 5 days

Course benefits

Today's complex and dynamic marketplace creates an environment where any weakness in planning or implementation can have a massive impact on your organization's ability to stay ahead of the competition. A strategic planning framework can help organizations achieve and sustain competitive advantage by developing, adapting and aligning organizational vision, mission and goals.

In this course, you gain the knowledge needed to formulate, execute and monitor strategic planning initiatives for your organization based on proven analytical techniques and models.

Who should attend

This course is valuable for all managers, senior executives, business analysts and anyone involved in planning or implementing strategic initiatives at an organizational or business unit level.

course workshop

Through intensive in-class workshops, participants work in small groups to apply strategic planning tools and techniques. Workshops include:

- Determining core competencies
- Identifying opportunities and threats through SWOT analysis
- Assessing strengths and weaknesses of your internal environment
- Establishing differentiators to position your strategy
- Formulating an effective strategy for competitive advantage
- Crafting an action plan to implement strategy
- Designing dashboard metrics to monitor progress

Course content

FUNDAMENTALS OF STRATEGIC PLANNING

The need for strategic planning

- Benefits of strategic planning
- Defining the scope of your plan within the organization

Defining components of a strategic plan

- The "Who" and "What" of a strategic plan
- Communicating and implementing the strategy

Addressing your organization's mission and vision

- Specifying your intent and purpose
- Identifying your organization's core competencies
- Differentiating your organization in the marketplace

DETECTING OPPORTUNITIES AND THREATS

Operating in micro and macro environments

- Analyzing how competitive factors shape strategy
- Driving change and innovation through technology
- Leveraging power in the external value chain

Assessing external forces

- The role of SWOT and TOWS
- Taking advantage of strategic positioning
- Overcoming barriers
- Initiating a SWOT analysis

RECOGNIZING STRENGTHS AND WEAKNESSES

Applying a resource-based view (RBV) analysis

- Mapping your internal value chain

- Defining primary and support activities
- Identifying competitive differentiators
- Evaluating culture, human resources, skills, processes, structure and values

Auditing internal capabilities

- Profiling and benchmarking capabilities
- Identifying strengths by function
- Recognizing vulnerabilities
- Expanding the SWOT analysis

IDENTIFYING STRATEGIC OPTIONS

Differentiating your organization and products

- Mapping product and service attributes
- Positioning in the market
- Avoiding commoditization

Selecting appropriate strategic models

- Competing through low-cost leadership
- Implications of mergers and acquisitions
- The power of diversification
- Exploiting the value chain through vertical integration
- Global strategies for global markets

Overcoming barriers through innovation

- Leveraging network effect
- Entering new markets using a beachhead strategy

FORMULATING YOUR STRATEGIC PLAN

Assessing the feasibility of alternatives

- Analyzing and evaluating the options
- Anticipating likely competitor response
- Ensuring participation and buy-in

- Satisfying stakeholder requirements

Linking strategy to actions

- Responsibilities of strategic plan formulation
- Designing the operating unit plan
- Identifying Critical Success Factors (CSFs)
- Establishing appropriate milestones
- Managing culture, human resources, skills, processes, structure and values

Overcoming obstacles and uncertainty

- Dealing with risk
- Managing contingency plans
- Developing a fallback plan

EXECUTING YOUR STRATEGY FOR SUCCESS

Delivering results through people

- Aligning culture to strategic direction
- Synchronizing skills and knowledge with needs
- Generating do, don't and stop lists

Maximizing results with applied processes

- Adapting budgeting and planning systems
- Establishing and maintaining communications
- Designing effective information systems
- Optimizing core business activities

MONITORING AND CONTROLLING IMPLEMENTATION

Establishing Key Performance Indicators (KPIs)

- Setting up metrics to measure performance
- Monitoring progress with dashboards
- Sensing and responding to change
- Dimensions of strategic control

- Detecting changes in assumptions
- Coping with a dynamic environment
- Adjusting for unanticipated events