

Consulting and Training | Reach New Heights

Course Name

Strategic Management and Planning

Sector Name

Management And Leadership

Document Type

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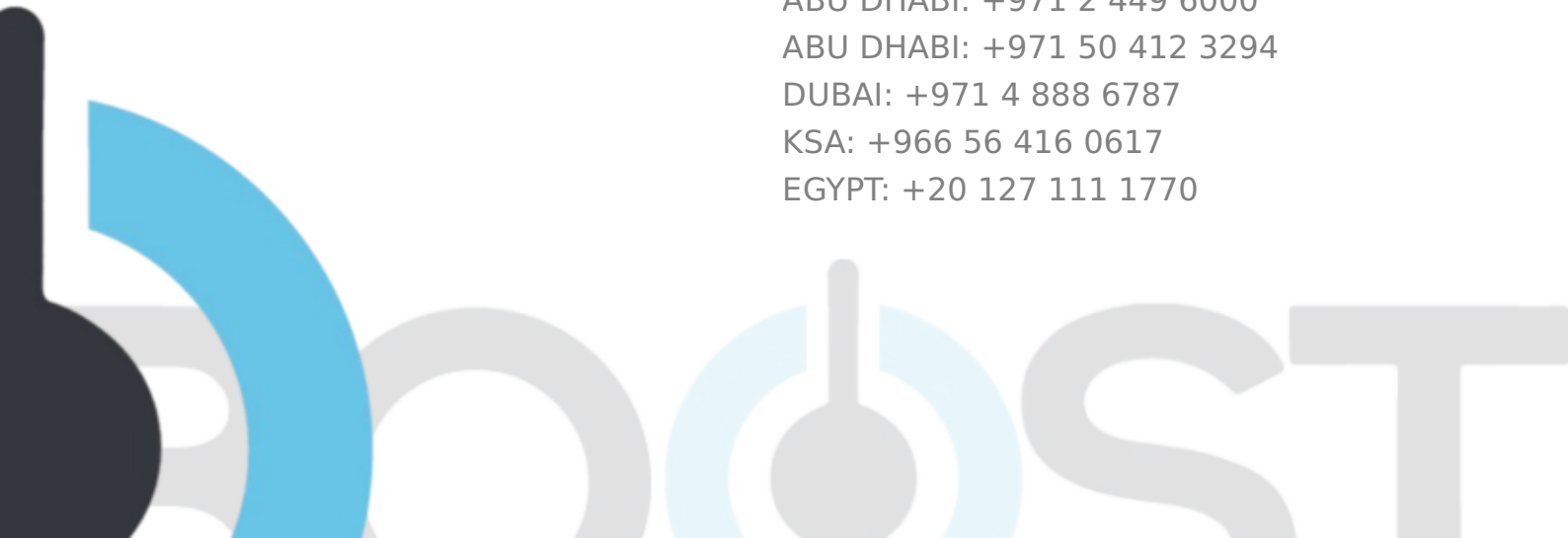
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Strategic Management and Planning

Course Introduction

We couldn't agree more with Henry A. Kissinger when he said, "If you do not know where you are going, every road will get you nowhere".

If your organization is growing and hopes to sustain that growth, you need a set of strategies to guide its development, build a solid foundation, and prepare for challenges that lie ahead. In other words, you need a strategic plan.

This **three-day** intensive training program will enable you to take your existing knowledge and skills in strategy planning to a higher level and make a major contribution to the development of your organization in a rapidly changing and increasingly competitive global business environment.

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Strategic Management and Planning

Target Audience

- ✓ Executives and Senior Leaders
- ✓ Department Heads and Team Leaders
- ✓ Business Owners and Entrepreneurs
- ✓ Strategic Planners and Analysts
- ✓ Managers responsible for business development or long-term planning
- ✓ Professionals involved in organizational strategy formulation and execution
- ✓ Individuals aspiring to move into strategic management roles
- ✓ Professionals aiming to align operations with strategic objectives
- ✓ Leaders seeking to drive cultural and strategic change within their organizations

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Learning Objectives

- ✓ Recognize the principles of strategic business planning and how the team develops, carries out, and monitors organizational strategy.
- ✓ Enhance your personal contribution in meeting corporate objectives.
- ✓ Identify the range of tools and techniques in the delivery of a strategic plan.
- ✓ Be able to design and manage a process for successful strategic organizational change.
- ✓ Develop your skills in strategic business planning and an increased awareness of what should be expected from senior leaders and managers in the business.
- ✓ Set demanding and realistic strategic and operational goals and targets.

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Course Outline

✓ 01 Day One

Introduction to Strategic Management

- ✓ Strategic Management – What, Who, How, When & Why
- ✓ Examples of strategic management successes and failures
- ✓ Why strategize? 21st-century changes and challenges
- ✓ Aspects and Types of Strategic Decision Making
- ✓ Introduction of the Presentation assignment

The Strategic Management Process

- ✓ The strategy hierarchy
- ✓ Planning the strategy
- ✓ External and Internal analysis
- ✓ Models of Analysis
- ✓ Presentation Preparation – Situational Analysis

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Course Outline

✓ 02 Day Two

Strategic Planning Skills

- ✓ Strategy formulation
- ✓ Strategy implementation
- ✓ Strategy evaluation and control
- ✓ Strategic skills: traits or contextual
- ✓ Team and organization perspectives on implementing strategies.
- ✓ Creating an Effective Linkage between Strategy and Operations
- ✓ Leading others through the strategic planning process
- ✓ Best Practice in Strategic Management

Ensuring Effective Execution of Strategic Plans

- ✓ The Framework of an Effective Strategic Plan
- ✓ Setting up an Effective Strategic Planning Team
- ✓ Presenting and Communicating the Strategic Plan
- ✓ Leading the Execution of the Strategic Plan
- ✓ Final Questions, Answers, and Deciding Personal Follow-up Actions

Strategic Management and Planning

Course Outline

✓ 03 Day Three

Adopting a Strategic Culture

- ✓ The significance of corporate culture
- ✓ Your role in establishing the culture.
- ✓ Impact of culture on strategy rollout.
- ✓ Ethics and Social Responsibility
- ✓ Strategic Planning in an Uncertain and Rapidly Changing Business Environment

Concluding the Course

- ✓ Presentations: Mastering Strategic Management

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 14, 2027	5 days	5950.00 \$	USA , Texas
Oct. 4, 2026	Oct. 8, 2026	5 days	4250.00 \$	KSA , Jeddah
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 16, 2027	Aug. 20, 2027	5 days	4250.00 \$	UAE , Dubai

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