



Consulting and Training | Reach New Heights

Course Name

Implementing the Business Plan and Managing Performance

Sector Name

Management And Leadership

Document Type

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Implementing the Business Plan and Managing Performance

Course Introduction

Business planning and performance management are two intertwined actions that are essential in any organization's growth. These include creating a step-by-step strategic plan on how the company will achieve its target, while at the same time establishing a process of managing the performance of the employees as soon as they enter the organization. The focus here is to plan and align the goals of the employees to the strategic goals of the organization, review and assess progress, and develop the knowledge, skills, and abilities of people.

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Implementing the Business Plan and Managing Performance

Target Audience

- ✓ Senior Management and Executives.
- ✓ Middle Managers.
- ✓ Team Leaders and Supervisors.
- ✓ New and experienced Managers.
- ✓ Aspiring Leaders.

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Implementing the Business Plan and Managing Performance

Learning Objectives

- ✓ Explain the importance of a well-thought-out business plan for the success of the organization
- ✓ Describe the structure of a business plan and how it caters to market and organizational needs
- ✓ Understand the business plan development process to create a well-structured, convincing business plan covering all vital elements
- ✓ Develop a business plan that includes a detailed, practical, and effective implementation strategy
- ✓ Evaluate the progress of the implementation of the business plan and take necessary corrective steps
- ✓ Set performance targets and understand the approach to managing performance.
- ✓ Understand and apply strategies to enhance performance at every level
- ✓ Prepare effective performance management review/appraisal conversations
- ✓ Be able to use techniques to have meaningful development conversations with individuals and line managers.
- ✓ Implement established methods and apply techniques to effectively manage performance.

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Implementing the Business Plan and Managing Performance

Course Outline

✓ 01 Day One

Understanding the Business Plan

- ✓ Definition of a business plan
- ✓ Types of business plans
- ✓ Benefits of a business plan
- ✓ Components of a business plan
- ✓ The process behind the business plan
- ✓ The importance of the business plan to a firm's value chain
- ✓ Securing the buy-in from stakeholders

Business Plan Development

- ✓ Mapping vision, mission, and values
- ✓ Conducting a situation analysis
- ✓ Setting goals, objectives, and business strategies
- ✓ Developing tactics, programs, and action plans
- ✓ Forecasting, pricing, and applying breakeven analysis
- ✓ Sourcing, allocating, and scheduling
- ✓ Understanding basic financial concepts
- ✓ The Income Statement
- ✓ The Balance Sheet
- ✓ Cash-Flow Analysis
- ✓ Program Budgets

- ✓ Writing the executive summary
- ✓ Creating appendices and references

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Course Outline

✓ 02 Day Two

Business Performance Management Frameworks

- ✓ The Stages and Tools for Effective Business Performance Management (BPM)
- ✓ Introducing Strategic, Operational, and Tactical Dashboards
- ✓ Developing and Implementing a Balanced Scorecard
- ✓ Enterprise Resource Planning (ERP) Systems and BPM
- ✓ The Role of Budgeting and Forecasting in BPM
- ✓ Implementing Adaptive Management Processes
- ✓ Dealing with Resistance to BPM Implementation

Implementing the Business Plan

- ✓ The communication phase
- ✓ Job Assignments
- ✓ Reporting Structure
- ✓ Knowledge Base
- ✓ The controlling phase
- ✓ Dealing With Deviations
- ✓ Causes Analysis
- ✓ Providing Constructive Feedback
- ✓ Corrective Actions And Adjustments
- ✓ The corrections phase
- ✓ Goal Revisions And Expectations

- ✓ Scheduling Challenges
- ✓ Budget Adjustments And Additional Financial Support Requests
- ✓ Resources, Demands, and Constraints
- ✓ Staying away from common business plan mistakes
- ✓ Concluding the business plan

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Course Outline

✓ 03 Day Three

Reporting the Progress of the Business Plan

- ✓ Types of reports
- ✓ The recipients
- ✓ The information
- ✓ The quality
- ✓ The frequency

Introduction to Performance Management

- ✓ Definition of performance management
- ✓ Objectives of performance management
- ✓ Impact of poor performance on an organization
- ✓ Responsibilities in performance management
- ✓ Mistakes in performance management

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Course Outline

✓ 04 Day Four

Establishing Effective Objectives

- ✓ Cascading the vision, mission, and strategies
- ✓ The impact of critical success factors on performance
- ✓ The 3 types of performance criteria
- ✓ Key result areas - definition and examples
- ✓ Key performance indicators (KPI)
- ✓ Balanced Scorecard
- ✓ Definition and characteristics
- ✓ Units of measure
- ✓ Difference between goals and objectives
- ✓ Turning goals into objectives the SMART way
- ✓ Measuring the semi-tangible factors and competencies
- ✓ Behavioral indicators
- ✓ Proficiency level
- ✓ Corporate values - their importance

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Course Outline

✓ **05 Day Five**

Managing and Improving Performance through Coaching

- ✓ Defining coaching
- ✓ Coaching responsibilities
- ✓ Benefits of good coaching
- ✓ The focus and purpose of coaching
- ✓ Important coaching skills
- ✓ Five steps of coaching for optimal performance
- ✓ Role play: facilitating a coaching session
- ✓ How to conduct effective performance reviews?
- ✓ Course review and Feedback

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai
June 8, 2026	June 12, 2026	5 days	4950.00 \$	England , London
Aug. 3, 2026	Aug. 7, 2026	5 days	4250.00 \$	UAE , Dubai
Nov. 30, 2026	Dec. 4, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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