



Consulting and Training | Reach New Heights

**Course Name**

# Planning and Strategy Management

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**Sector Name**

Management And Leadership

**Document Type**

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## Planning and Strategy Management

### Course Introduction

This Training program provides comprehensive skills in planning, setting strategies, and managing execution in modern organizations. The program equips participants with tools to align plans with organizational vision and achieve objectives efficiently.

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## Planning and Strategy Management

### Target Audience

- ✓ Mid-to-senior managers
- ✓ Strategy and planning professionals
- ✓ Business consultants and project leaders

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## Planning and Strategy Management

### Learning Objectives

- ✓ Understand strategic planning frameworks
- ✓ Develop actionable business plans
- ✓ Align strategies with organizational goals
- ✓ Monitor and adapt plans based on performance metrics
- ✓ Strengthen decision-making and leadership in planning

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## Planning and Strategy Management

### Course Outline

#### ✓ DAY 01

##### **Introduction to Strategic Planning**

- ✓ Definitions and key concepts
- ✓ Strategic planning vs operational planning
- ✓ The role of vision and mission
- ✓ Stakeholder analysis
- ✓ Setting strategic objectives
- ✓ Environmental scanning

##### **Vision and Mission Development**

- ✓ Crafting vision statements
- ✓ Developing mission statements
- ✓ Aligning with organizational culture
- ✓ Communicating vision and mission
- ✓ Vision to action frameworks
- ✓ Evaluating vision effectiveness

## Planning and Strategy Management

### Course Outline

#### ✓ Day 02

##### **Strategic Goal Setting**

- ✓ SMART goals
- ✓ Prioritization techniques
- ✓ Setting milestones
- ✓ Cascading goals
- ✓ Monitoring progress
- ✓ Adjusting goals

##### **Business Analysis in Planning**

- ✓ Market analysis tools
- ✓ Competitor analysis
- ✓ Internal capabilities assessment
- ✓ Financial analysis for planners
- ✓ Risk assessment
- ✓ Scenario planning
- ✓ Data-driven planning

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## Planning and Strategy Management

### Course Outline

#### ✓ Day 03

##### **Strategy Formulation**

- ✓ Corporate-level strategies
- ✓ Business unit strategies
- ✓ Functional strategies
- ✓ Innovation and differentiation
- ✓ Cost leadership
- ✓ Growth strategies
- ✓ Strategic partnerships

##### **Implementation Planning**

- ✓ Action plan development
- ✓ Change management integration
- ✓ Resource allocation
- ✓ Leadership skills for effective implementation
- ✓ Communication plans
- ✓ Overcoming resistance
- ✓ Monitoring tools

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### Course Outline

#### ✓ Day 04

##### **Strategic Risk Management**

- ✓ Identifying strategic risks
- ✓ Mitigation planning
- ✓ Contingency planning
- ✓ Risk communication
- ✓ Crisis planning integration
- ✓ Governance and risk
- ✓ Tools for risk tracking

##### **Strategic Innovation**

- ✓ Embedding innovation in planning
- ✓ Agile strategy models
- ✓ Disruptive technology impacts
- ✓ Blue ocean strategy
- ✓ Design thinking in strategy
- ✓ Encouraging creative culture
- ✓ Innovation metrics

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### Course Outline

#### ✓ Day 05

##### **Exploring Future Trends of Strategy and Planning**

- ✓ Trends shaping strategy
- ✓ Digital transformation and planning
- ✓ ESG and sustainability integration
- ✓ Data and AI in planning
- ✓ Globalization and strategy
- ✓ Future skills for planners

##### **Performance Management in Planning**

- ✓ Setting KPIs and metrics
- ✓ Dashboards and reporting
- ✓ Continuous improvement
- ✓ Benchmarking
- ✓ Aligning incentives
- ✓ Annual reviews

## Planning and Strategy Management

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 18, 2027	Jan. 22, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Sept. 21, 2026	Sept. 25, 2026	5 days	4950.00 \$	Spain , Madrid
Nov. 30, 2026	Dec. 4, 2026	5 days	4250.00 \$	UAE , Dubai
May 9, 2027	May 13, 2027	5 days	4250.00 \$	KSA , Riyadh

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