

## Advanced Strategic Planning

### MAN 176

#### 1- Course Overview:

Organizations are expected to improve their services to better serve their customers. With time, conditions change. Some hazards and threats subside while new ones surface. To better serve the customer, organizations develop and implement new programs to counter these new threats.

The process of developing and implementing a new program is expensive and time consuming. In addition to the costs, it is often critical that the very best program is selected to have the greatest impact.

In today's competitive environment solutions that "come close" to resolving problems are no longer acceptable. The incremental approach wastes resources, misses opportunities and fails to have the most desirable outcome.

To assist in identifying the true problem and subsequently selecting the best solution, leaders need a better process. That process is advanced Strategic Planning.

Advanced Strategic Planning is the process by which the guiding members of an organization envision their future and develop the necessary procedures and operations to achieve that future.

#### 2- learning Objectives:

**By the end of this programme your staff will have learnt to:**

- Identify advanced strategic planning issues in order to develop a unique competitive advantage.
- Learn key analytical and conceptual approaches to expand your understanding of the marketplace.
- Align your organization with your strategic planning goals by integrating strategy, objectives, metrics and performance.

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- Identify evolving strategic patterns and generate ideas on how they can be applied to your organization.
- Incorporate customer needs into your advanced strategic planning.
- Use a case study to examine the advanced strategic planning process in detail.
- Recognize how the actions of customers, competitors and your own company determine the outcomes in your markets.
- Determine the best approach to effectively implement your strategic planning.

### 3- Training Methodology:

#### 3.1- Delivery phase:

The training will be vocationally based where 50% of the training delivery will concentrate on the underpinning knowledge and the other 50% will be on practice of skills and behaviors taught during the programme.

Different methods of delivery will be used such as individual and group assignments, case studies, group discussion, and customer centered selling techniques for more interactive training.

#### 3.2- Assessment phase:

A presentation will be required from all candidates to discuss their proposal for Strategic Planning in front of the trainer and their colleagues. A writing feedback by the trainer will be given to each candidate for improvements.

### Measurement Tools:

- 1- **Pre Assessment** will be carried out on **day one** of the programme, just before the start to measure how much knowledge the participants have about the strategic planning, terminology and concepts. **Post Assessment** will be given to the participants on the **last day** of the programme to measure how much knowledge and skills they have gained during the training period.

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2- During the training sessions, the participants will be divided into small groups (4-5 max.) and will be asked to give **small presentations** on the main elements of strategic planning. A **final presentation** will be required from each group **on the last day** which contains all strategic planning components. A writing feedback by the trainer will be given to each group for improvements and further developments.

#### 4- Who should attend:

- All division leaders and other senior managers involved in the formation and implementation of strategic planning.

5- Programme Duration: 5 days.

#### 6- Programme Contents:

##### Module 1: Overview of Strategic Planning

- What is Strategic Planning?
- Role of Strategic Planning.
- Risks of Strategic Planning.
- Elements of a Strategic Plan.

##### Module 2: Deliverables of a Strategic Plan

- Business Strategy Model.
- Strategic Transformation Plan.
- Strategic vs. Operational vs. Tactical
- Strategic planning and quality.

##### Module 3: Creating the Strategic Plan

- Vision.

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- Mission.
- Values and behaviours.
- Goals, tasks and responsibilities.

#### Module 4: External Environment

- Enterprise Environment.
- Market Environment.
- Supply Environment.
- Positioning within the Environment.

#### Module 5: Internal Environment

- Culture, Processes, and Skills.
- Leveraging Relationships and Experience.
- Organizational Configuration.

#### Module 6: Methodologies

- Creating tasks using the SMART framework.

#### Module 7: Strategy Implementation

- Information systems.
- Assigning tasks.
- Employee motivation.

#### Module 8: Hands on Skills on Strategic planning

- Exercises.
- Techniques and Tips.
- Work Product Transformation.
- Presenting the Plan.

#### Module 7: Action Plan for Learning.

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