

## **Strategic Planning**

### **PROGRAMME DURATION:**

Two days

### **PROGRAMME OBJECTIVE:**

The objective of this programme is to equip candidates with the skills and confidence required to create and implement strategies that move the organisation in the right direction.

### **PROGRAMME INTRODUCTION:**

Management are tasked with the responsibility to translate the vision and mission of the organisation into workable operational directives and business plans. Strategic planning provides a link between the high-level thinking of top management and the activity and business goals of the various levels of the organisation below.

This programme provides candidates with the tools and process skills they will need to conduct a successful strategic review and to establish a viable business plan for the forthcoming period.

### **LEARNING OUTCOMES:**

- learn how to conduct or participate actively in a strategic planning process
- gain a new appreciation of the role of strategy in business
- understand what are the ingredients of an effective strategy
- learn how to nurture and grow a great strategic team
- discover how to acquire the information needed for strategic planning
- gain insight into how to select and exploit the best opportunities
- learn about the core competencies for strategic leadership
- understand how to analyse both the market and customers
- learn how to identify the organisation's core strengths and weaknesses
- appreciate how to prepare for strategic change
- learn techniques for effectively communicating the strategy to relevant parties
- learn how to identify critical paths and to integrate critical path analysis into the strategic planning process
- learn how to apply project management methodology to the implementation of strategic plans

### **WHO SHOULD ATTEND?**

Executives, Managers, Heads of Department, Planners, Group and Process Facilitators (eg: Human Resource and Training Officials), Engineers, Operations Managers. In fact, all people whose involvement in management decisions will impact on the success or failure of business objectives need to attend this programme!

### **PROGRAMME METHODOLOGY:**

This programme is interactive, allowing for active participation and sharing of experience during sessions. Lectures will focus on key aspects of the strategic planning and management processes. Case studies will facilitate experiential learning.

### **DAILY TOPICS TO BE COVERED:**

#### **Day 1**

- what is strategic management?
- levels of strategic management
- the role of strategy in business
- core competencies for strategic leadership
- strategists in the organisation
- the interaction between high-level strategy / vision, and managerial business planning
- the strategic planning process
- applying critical path analysis to strategic planning
- integrating risk and contingency planning with critical path analysis
- environmental considerations
  - macroenvironment
  - task environment
  - internal situation
  - stakeholders in the organisation
  - international dimensions
- gathering relevant information in preparation
  - establish information needs
  - identify sources of information
  - develop a scanning system
  - implement scanning system to monitor environments
  - forecast environmental changes
  - develop environmental profiles
  - analyse opportunities and threats
  - develop strategic responses
  - monitor and adapt the management information system
  - internal dimensions
- making good assumptions

#### **Day 2**

- creativity and lateral thinking in identifying opportunities
- analysing the market and customers
- identifying the organisation's core strengths and weaknesses
- determining objectives
- analysing strategy alternatives
- selecting corporate strategies
- preparing for strategic change
- applying project management methodology to the implementation of strategic plans
- implementing the strategies
- communicating the strategy
- overcoming resistance

- evaluating and controlling performance
- determining what to control
- setting control standards
- measuring performance
- comparing performance to standard
- determining reasons for deviations
- taking corrective action
- controlling the control system

## **CONTACT DETAILS:**

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