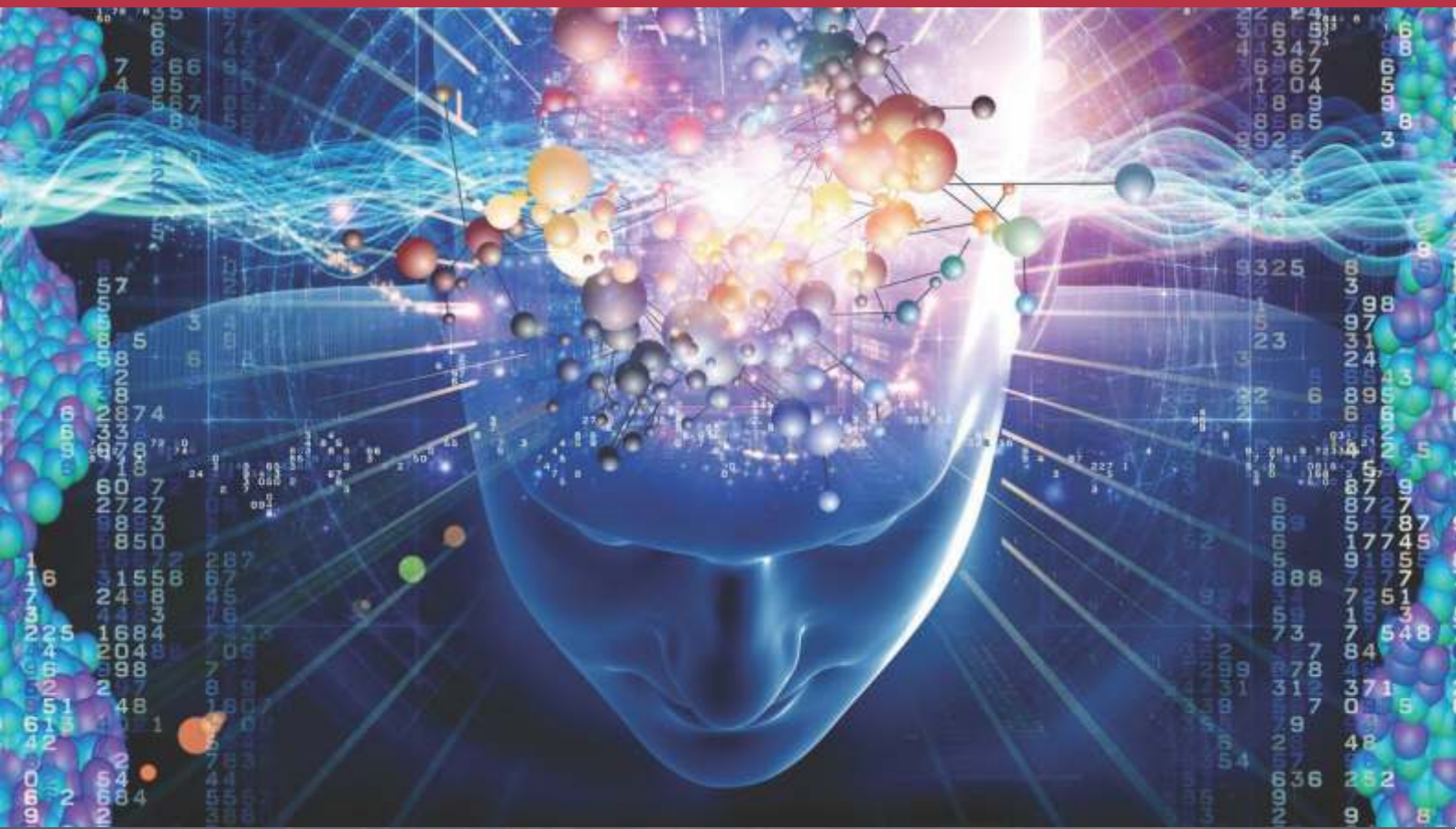




STRATEGIC THINKING & PLANNING

- Strategic thinking and planning are now an essential part of a leader's daily work. In order to maintain their organization's competitive edge, leaders at all levels of an organization need to evaluate and prioritise work, according to strategic goals.
- A successful strategic process engages everyone in the ongoing strategy of an organization, rather than leaving it up to individuals.
- This programme includes a series of participative activities which will help delegates to enhance the longterm success of their organization.
- By the end of the course, they will have acquired the thought processes, frameworks, and analysis tools needed to engage others in the strategic thinking and planning process.
- They will also have identified appropriate strategic planning methods relevant to their organizational needs.
- They will be prepared to lead the broader strategic processes required to outperform their competitors, and reshape their organization for a successful long-term future.

STRATEGIC THINKING & PLANNING

COURSE OBJECTIVES

- To develop skills in evaluating opportunities and threats in your competitive environment
- To enhance the skills of diagnosing and managing the strengths and weaknesses within your organization
- To be able to assess current strategies within your organization and select the best model for you
- To develop creative thinking techniques to develop new ideas
- To explore new strategies and provide options for your organization
- To have confidence to adapt and adopt the tools within the strategic process, to different situations
- To understand the importance of analysing thoroughly before final planning
- To learn how to effectively lead and communicate a strategic planning effort
- To identify ways to motivate your staff in order to efficiently and effectively implement a strategic plan
- To consider the impact of social media in your strategic planning
- To analyse real life examples of strategic plans to identify best practice and areas to avoid

STRATEGIC THINKING & PLANNING



PROGRAMME CONTENT

DAY 1

- What Is 'Strategy Planning'?
- Define Strategy
- Which Strategic Planning Tool Is Right For You?
 - › Examples Of Strategic Models – Examine Your Needs And Expectations
- Differences Between Strategic Planning & Tactical PLANNING
- Strategic Thinking & Planning: The Helicopter View
- Assessing Your Organization's Strategic Process
- The Strategic Planning Process: Three Common STAGES
 - › Strategic Planning
 - › Strategic Analysis
 - › Strategic Implementation
- The Strategic Planning Pyramid
 - › Creating A Strategic Process
 - › Strategic Teams
 - › Strategic Timelines
 - › Creating A Strategic Vision
 - › Seven Stages Of Planning & Implementing Strategy
 - › Strategic External & Internal Analysis
 - › The Tools & Techniques For Undertaking External ANALYSISAREAS TO AVOID
 - ›› PESTLE Analysis
 - ›› Competitive Advantage / Unique Selling Points
 - ›› The Extended Boston Consulting Growth
- SHARE MATRIX
 - ›› Porter's Five Competitive Forces
- Case Study: PESTLE Analysis
- The Impact Of Social Media And The Internet On Your Strategic Plan

DAY 2

- The Tools & Techniques For Carrying Out Internal Analysis
 - › SWOT Analysis
 - › Balanced Scorecard
 - › SWOT Combined With Balanced Scorecard
- Case Study: SWOT Analysis
- Understanding Strategic Thinking
- Principles Of Creative Thinking
- Creative Vs Analytical Thinking
- Brainstorming
- Improving Creative Thinking
- Motivating Employees To Accept & 'Buy-In' To NEW STRATEGY
- The Importance of Leadership During The Strategic Planning Process
- How To Break Down The Strategic Plan Into Tactical And Operational Goals
- Implementing The Strategic Plan
 - › Why Organizations Fail To Implement Strategy Effectively
 - › Tips To Execute The Strategic Plan
- Monitoring The Strategic Plan Implementation
- Problem Analysis Tools To Examine Implementation
 - › Strategic Plan Reviews
- Examples Of Other Analysis Tools For A Variety of Scenarios

STRATEGIC THINKING & PLANNING

STRATEGIC PLAN



**JANUARY
DAMMAM
02-03
2021**

**JANUARY
RIYADH
12-13
2021**

**JANUARY
JEDDAH
22-23
2021**

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2030
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KINGDOM OF SAUDI ARABIA

SAUDI ARABIAN GOVT. APPROVED TRAINING CENTER


المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation


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