



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



BUSINESS PLANNING:

Practical Strategies for Organizational Success



INTERNATIONAL ACCREDITATION ORGANIZATION



UNIVERSITY OF ROCKHAMPTON
MAKING THE DIFFERENCE



Course Introduction:

Business planning provides the means by which successful staff develop and implement strategies and action plans that achieve the goals and Course Outcomes of their enterprise. Effective business planning links the enterprise's internal capability with the opportunities and threats it faces in a continuously changing environment.

This course provides a practical framework and a set of techniques for developing, communicating and implementing business plans. The application of this framework will result in business plans that focus on achieving breakthrough improvements in business performance.

The course also covers a number of practical strategies that can be applied to products, services, people and processes

Course Objectives:

By the end of this course participants will be able to:

- Understand the core elements of a business plan
- Apply an effective business planning model and process
- Develop a clear strategic vision
- Identify and analyze external and internal influencers
- Use scenario planning and business forecasting
- Set goals and Course Outcomes
- Develop practical strategies for markets, people and processes
- Document and communicate the business action plan
- Obtain support and resources for the business plan
- Monitor business performance

Who Should Attend?

Business unit heads, business strategists, developers of business plans, analysts and researchers supporting the development of business plans, all people required to contribute to and implement business plans

Course Outline:

Foundation Concepts

- The importance of business planning for organizational success
- The elements of a business plan
- A practical business planning model and process

- Organizing for business planning
- Identifying and engaging stakeholders
- Defining your focus and key success factors

Analyzing the Business

- The five strategic questions
- Gathering the right information
- Analyzing the competitive domain
- Analyzing the internal and external environment
- Identifying drivers for change
- Scenario planning and business forecasting
- Practical business analysis work

Formulating Business Strategy

- Developing a vision and mission statement
- Strategic positing and strategic options
- Competitive strategy cost leadership versus product differentiation
- Practical product and service strategies
- Practical business process strategies
- Practical people and organization design

Implementing Business Plans Making Change Happen

- Linking action to strategy the action planning process
- Selecting performance measures and setting objective
- How to write and communicate action plans that achieves results
- Aligning products and services to meet the strategic vision
- Designing processes and allocating resources to achieve strategic Course Outcomes

Monitoring, Evaluation and Control

- Monitoring business performance
- Maximizing opportunities and cutting losses
- Taking corrective action
- Creative problem solving
- Analyzing success, failures and lessons learned
- Improving your business planning process

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session