



المركز العالمي للتدريب والتطوير  
International Centre For Training & Development



# STRATEGY

## Planning and Implementation



**ACTVET**  
Ras Al Khaima Centre for  
Technical and Vocational  
Education and Training



INTERNATIONAL ASSOCIATION FOR  
HEALTH AND OCCUPATIONAL  
SAFETY AND THE ENVIRONMENT



**Project  
Management  
Institute**  
Registered  
Education  
Provider

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Member



## Course Introduction:

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To be strategic is to be well prepared ahead of time for different eventualities. Therefore, strategic planning requires a state of mind that has space for the future, is versatile enough to perceive different possible scenarios, and creative to think out new solutions for possible problems and issues that may arise. At all levels, strategic thinking has become necessary for both short and long-term success. The key lies not just in individual skills, but also in the ability to engage others in an on-going strategy process.

This training will get your team, department or organization where it needs to be. Starting with the bigger picture and moving onto the practical implementation issues, this course takes you right through the strategic planning process with helpful tools, techniques and ideas at every stage.

## Course Objectives:

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- A knowledge and understanding of strategy and strategic planning.
- A knowledge and understanding of the fundamentals of strategic planning.
- An understanding of why strategic planning is important for organizational success.
- An appreciation of the importance of vision and mission.
- Skills in setting vision and mission statements.
- An understanding of the concept of strategic thinking.
- Skills in analyzing the internal and external environment.
- Skills to convert a strategic plan to an operating plan.
- Skills in setting goals, objectives and targets.
- Learn a step-by-step model for planning the journey from current position to the future.
- Learn and use practical tools and techniques.
- Assess the benefits and risks of strategic planning.
- Learn when to use action plans to implement strategy and when to use a more flexible system.

## Who Should Attend?

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Managers, directors, business analysts and anyone involved in planning and/or implementing strategies for business units and organizations.

## Course Outline:

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### VISION AND MISSION STATEMENTS

- The purpose and benefits of writing vision and mission statements
- Communicating the vision and mission

- Creating a shared vision

### **STRATEGIC PLANNING BASICS**

- Format and content for the agenda document
- Understanding strategy
- 7 Principles of strategic thinking
- Visual thinking
- Insight, forecasting and foresight
- The distinction between strategy, goals and objectives
- Strategic thinking versus strategic planning
- Goal development
- Writing SMART objectives
- Setting Key Performance Indicators
- The use of Key Result Areas
- Setting strategy

### **IDENTIFY STRATEGIC DIRECTION**

- Identifying the key strategic issues for your organization
- SWOT and PESTLE analysis
- Competitor analysis

### **IMPLEMENTING THE STRATEGY**

- Understanding the key factors involved in implementing strategy
- Using action planning tools such as logical frame working, action planning grids and planning wheels
- Communicating your strategic plan

### **DEVELOPING CONTROL SYSTEMS AND PERFORMANCE MEASURES**

- Approaches to measuring performance excellence
- Why do organizations need excellence
- How does excellence relate to performance
- Setting targets
- The Balanced Scorecard

## **Course Fees:**

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

## Course Methodology:

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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 Certificate:

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

## Course Timings:

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### 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