

Strategic Aims & Operational Objectives

Duration: 5 Days

Language: en

Course Code: MG2-171

Objective

Upon completion of this course, participants will be able to:

- Understand the importance of setting strategic aims and operational objectives within an organisation.
- Describe the advantages of having coherent aims and objectives throughout the organisation.
- Recognise the consequences of setting poor aims and objectives or having a complete lack of either.
- Assess internal and external factors influencing the organisation’s aims and objectives.
- Create an action plan clearing detailing all strategic aims and operational objectives for all necessary personnel.
- Closely measure organisational performance to ensure aims and objectives are being met appropriately.

Audience

This course is designed for anyone within an organisation responsible for establishing strategic aims and objectives and monitoring their progress. It would be most beneficial for:

- Operations Managers
- Management Analysts
- Project Managers
- Chief Academic Officers
- Headteachers
- Heads of Department
- Subject/Course Leaders
- HR Personnel

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review real-world examples of project management plans to highlight strategic aims and objectives and steps taken to ensure these are being met.
They will use a combination of different learning methods, including presentations, group discussions, and individual and group activities. This variety of activities will ensure the participants have ample opportunity to fully develop their knowledge and understanding of the taught content and related skills. Furthermore, the group activities will allow them to demonstrate their new knowledge and offer and receive constructive feedback from their peers.

Summary

For any organisation to succeed, particularly those within the education sector, there needs to be a strong focus on managing overall goals and establishing strategic aims and operational objectives to meet these. Creating an action plan detailing the main goals broken down into smaller yet achievable aims and objectives will make the information more digestible.
Strategic aims and operational objectives are essential for an organisation to meet their goals in an acceptable time frame. Planning for these aims and objectives allows the teams and individuals involved to understand exactly what is expected of them and how they are expected to be achieved. Project management plans will grant opportunities to delve into what resources will be required to meet each objective and how these can be obtained. Not only this but various strategies can also be explored and implemented to ensure full progression in meeting goals.
To guarantee aims and objectives are met, project management will involve regular performance monitoring and revisiting the initial plan to make necessary adjustments. Without frequent monitoring, it can be far too easy to stray from the original plan, fall behind and fail to meet objectives.

Course Content & Outline

Section 1: Introduction to Aims and Objectives

- Identifying what aims and objectives are and their necessity within the organisation.
- Assessing the organisation’s wants and needs and establishing aims and objectives that align with these.
- Effectively working to meet aims and objectives within a reasonable timeframe.
- Examining the advantages of having coherent aims and objectives.
- How achievable aims and objectives lead to success.

Section 2: Communicating Organisational Desires

- Exploring the organisation’s overall goals wants and needs.
- Breaking down overall goals into smaller aims and objectives that can be achieved over a set period.
- Discuss ideas for organisational progression with team members, colleagues, and upper management.
- Inviting open communication when establishing aims and objectives.
- Facing resistance, using effective communication to build trust and offer reassurance.

Section 3: Project Planning

- Creating action plans detailing aims and objectives, timescales, and overall expectations.

- Conducting a SWOT analysis to identify the organisation’s strengths, weaknesses, opportunities, and threats.
- Incorporating SWOT information into the project plan, accommodating any weaknesses and exploring techniques to compensate for these.
- Analysing potential threats and probable risks and establishing preventive measures to negate risks.

Section 4: Managing Project Teams

- Implementing various methods and strategies to meet aims and remain on track.
- Communicating clearly and regularly with team members to ensure full comprehension of the project plan.
- Providing rewards and incentives to guarantee outstanding work and maximum productivity.
- Offering development sessions and 1-to-1s with those falling behind to encourage skill development.
- Delegating tasks according to ensure objectives are being reached.

Section 5: Performance Monitoring

- The importance of measuring performance throughout a project.
- Different methods of measuring performance and their advantages and disadvantages.
- Utilising various KPIs to monitor productivity.
- Regularly revisit aims and objectives to evaluate their achievability and adjust resources and time.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership, Project Management

Tags

Operational Excellence, Operational Planning

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