

Planning for Strategic Development

Duration: 5 Days

Language: en

Course Code: MG2-102

Objective

During this course, you'll learn:

- To be familiar with the strategic links between strategic change and your operation.
- To be able to plan a strategic roadmap of future plans for your business.
- To consider a cost-benefit analysis when making changes.
- To evaluate project plans based on data insights to discover new and innovative ways to move forward.
- To understand that the culture of your employees directly affects the success of strategic planning.
- To discover models of strategic theory and put them into practice.
- To predict strategic plans laid down by competitor organisations and understand how to combat these to stay ahead.
- To develop a clear vision for your business and interlink this with employee goals and performance.

Audience

This training would benefit anyone that is involved in change management or future planning for an organisation. It would be specifically helpful for:

- Planning Managers.
- Change Managers.
- Heads of Department.
- Senior Managers.
- Team Managers.
- HR Personnel.
- Directors.

Training Methodology

This course uses a combination of trainer-led lectures and discussion groups to help trainees understand their roles within their organisations and how they can affect the wider business strategy.
Trainees will be provided with interactive case-study work and take part in practical role-playing activities to create a long-term strategic business plan which has a transferable roadmap applicable to their specific organisation.

Summary

Your ability to harness success for your business' future is determined by your research, plans for change, and most importantly, your strategic thinking. Effective strategic decision-making based on trending data, competitor changes, and customer or client feedback will enable you to keep your company moving forward and stay ahead of the game.

As a manager or leader within an organisation, it's your responsibility to share strategic goals, develop a vision that your employees can buy into, and set achievable SMART targets to create development opportunities and increase profits and conversion.

Combining the psychology of employees with accurate measurement tools will provide a multi-faceted approach to strategically plan your company's roadmap, add value and work towards managing solutions to improve processes, business models,

and forward-thinking employee culture.

Course Content & Outline

Section 1: The Concepts of Strategic Thinking

- Defining strategic planning and why it’s needed.
- Developing a vision and identifying opportunities.
- Enhancing your critical thinking abilities.
- Prioritisation to achieve the largest ROI.

Section 2: Strategic Thinking Benefits & Outcomes

- Defining your organisation’s success.
- Private vs public sector strategies.
- Customer satisfaction and benchmarking.
- Financial analysis.
- Acting on a strategic hypothesis.

Section 3: Reviewing & Updating Your Strategy

- Internal feedback and multi-level perspectives.
- Monitoring adjustments.
- Measurement and analysis.
- Collecting data and reviewing successes and failures.
- Implementing a change strategy.

Section 4: Strategic Methods & Tools for Effective Planning

- SWOT analysis for internal and external changes.
- 7S framework.
- PESTLE scenarios and outcomes.
- 80/20 concept of prioritisation.

Section 5: Increasing Growth & Profitability

- Scrutinise the capabilities of competitors to stay ahead.

- Competently predicting future changes and acting on them.
- Handling joint ventures.
- Creativity vs usability.
- React to and learn from experience.

Section 6: Employee Engagement & Strategic Communication

- Communication with employees and managers.
- Handling change effectively.
- Scorecards to promote KPIs and critical success factors.
- Identifying leadership qualities for strategy implementation.
- Performance management with strategic vision.
- Leading and motivating a team.
- Building and managing a planning team.

Section 7: Strategic Implementation

- Create a strategic roadmap for your business.
- Preparing for your future.
- Effective execution from start to finish.
- Linking operational directives with strategic planning.

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.

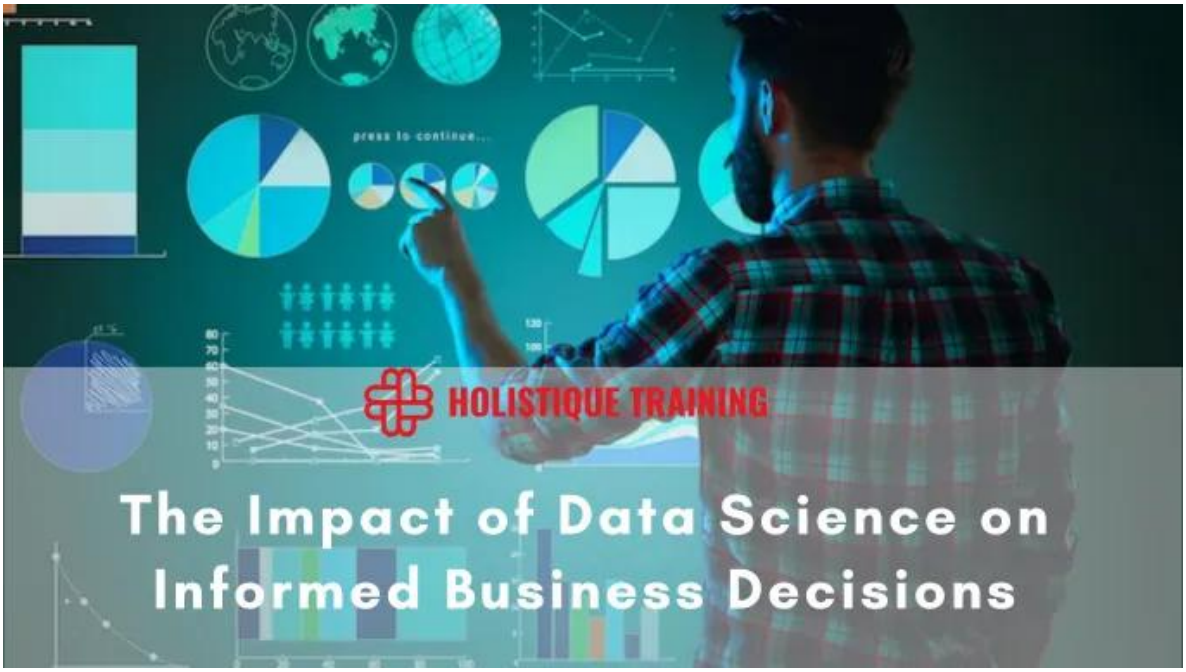
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Tags

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