

Effective Management of Strategic Planning & Innovation

Duration: 5 Days

Language: en

Course Code: MG2-111

Objective

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

- Identify the critical components of a successful strategic plan.
- Develop innovative ideas that are reflective of your company’s future goals.
- Understand how to delegate effectively to the right people.
- Familiarise yourself with a structured action plan and create sensible checkpoints to review progress.
- Manage a budget and ensure your planning makes a return on the investment.
- Generate buy-in from employees and stakeholders when introducing new ideas.
- Review and seek feedback regarding strategic development to work towards continuous improvement.
- Encourage employees to think creatively and engage in innovative initiatives.

Audience

This course suits anyone responsible for strategic project planning or change management within a business or has been entrusted with designing new processes and procedures to secure a return on investment or increase business performance. It would be particularly effective for:

- Business Owners
- Heads of Department
- Change Managers
- Planning Managers
- Financial Managers
- Supervisors
- Team Managers
- Operations Managers

Training Methodology

This course offers a range of adult learning techniques to allow participants to develop new and innovative ideas using qualitative and quantitative market research and feedback models. You will generate effective change plans using Gantt charts and SWOT analyses to understand priorities and create a financial model to display a cost-benefit analysis.

The course also includes case study references to help students understand the positive and negative effects on other businesses. It will incorporate group discussions and activities to help students understand how to approach and manage change with each stakeholder.

Summary

Creating a strategic plan for your business's future is essential for its success. You need to understand the precise areas where change is required, review your competitors, implement updates to stay ahead of the game and input innovative and creative ideas to help you retain staff, increase conversion, and develop your brand image.

Your leadership and management skills, excellent planning, organisation, delegation, and productive problem-solving expertise are crucial to achieving your business goals.

You must understand how to plan for a project rollout effectively, delegate tasks to the right employees, and budget effectively to ensure a return on investment. Your project structure needs to consider your customers, clients, and employees to identify any pain points, and you'll need to be open to reviewing your changes and moving forward to achieve a successful outcome.

Course Content & Outline

Section 1: Identifying a Need for Change

- Market research and competitor evaluation.
- Understanding process pain points.
- Identifying your customers' needs and thinking outside the box.
- Looking at internal and external factors that spark change.
- Doing nothing is not a sound option.

Section 2: Selecting a Strategic Change Model

- SWOT analysis.
- Lean models of waste management.
- Six Sigma.
- PESTLE.
- The 7s framework.
- The 10 key elements to mission creation.

Section 3: Research & Creativity During Change

- Finding strategic change opportunities
- Prioritising strategic issues.
- Innovation and continuous improvement.
- Customer journey mapping.
- Review your target audience's expectations.
- Brainstorming and idea charts.

Section 4: Ensuring a Return on Investment

- Creating a cost-benefit analysis of planned change.
- Budget management and offsetting unplanned expenses.

- Drafting a business plan.
- Marketing the change to achieve positive reviews.

Section 5: Your Role as a Leader

- Effective communication with employees and peers.
- Being consistent and inspiring engagement.
- Delegation techniques to get the most out of your employees.
- Essential leadership skills to manage change.
- Recognising leadership capabilities in others.
- Kotter’s change management techniques.

Section 6: Persuasion and Negotiation

- Predicting reactions and objection handling.
- Leveraging competencies and skills of employees against company goals.
- Gaining buy-in from employees.
- Selling the benefits to stakeholders.
- Overcoming old paradigms.
- Creating a sense of significance.

Section 7: Managing & Driving Change

- Identifying project leaders and responsible parties.
- The key elements of implementation.
- Gantt charts and following progress.
- Pushing organisational knowledge and wider business practice.
- Inspiring a creative culture.
- Setting SMART targets.

Section 8: Inspiring Productivity

- Scorecards and related Key Performance Indicators.
- Motivating a team to achieve the best outcome.
- Performance management to push results.
- Monitoring and recording concepts.
- Empowering your workforce.

Section 9: Review & Feedback

- Generating satisfaction survey results.
- Document recording and analysis.
- Result-focused amendments.

- Overcoming pitfalls and fixing negative outcomes.
- Lessons learned and future 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.

Categories

Management & Leadership

Tags

Six sigma, Stratigic Planning, Mission Creation, 7s Framework

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