



ADVANCED Strategic Management

Course Introduction:

This course is designed for individuals in advanced management positions who participate in organizational planning and/or who want to become more competitive on a personal or company/organization level.

Course Objectives:

The goal of the course is to give delegates an in-depth understanding of the following macro-areas:

- strategic planning tools
- roadmaps to develop strategic planning
- financial planning
- effective implementation

Who Should Attend?

This training course is designed for:

- Chief Executive Officers
- Directors
- Company Secretaries
- Presidential advisors
- Ministerial advisers
- Board Advisers
- Chief Financial Officers
- Board Members
- Heads of Department
- Directors of Human Resources
- Directors of Business Development
- Strategic Advisors
- Senior Managers
- Project Directors

Course Outline:

FORMULATING STRATEGY TO ACHIEVE VISION

- Agree vision, mission, culture and values of organization
- Analyze where organization is now
- Decide where the organization wants to be, and by when
- Selecting best strategic options to get there

STRUCTURES, PROCESSES AND PROCEDURES

- Budget creation, monitoring and control
- Costing techniques and margin management
- Resource allocation and balancing priorities
- Creating systems to monitor effectiveness of implementation

MEASUREMENT AND REPORTING

- Setting long-term goals and manageable short-term targets
- Building contingencies into the strategy
- Measuring at clearly-defined milestones
- Reporting and incorporating feed-back

STAKEHOLDER IDENTIFICATION

- Identify who affects or is affected by proposed strategy (stakeholders)
- Encourage stakeholder ownership through involvement in strategy creation
- Clarify benefits and implications for each group of stakeholders
- Turn resistance into support

SYSTEMATIC STRATEGIC COMMUNICATION

- Two-way communication for stakeholders to inform and be informed
- Clear, concise and relevant messages from the best messenger
- Identify and use a variety of methods and channels
- Gain commitment through frequency of communication

LEADERSHIP AND STRATEGIC DECISION-MAKING

- Importance of leadership in implementing successful strategies
- High-profile leadership which inspires and motivates
- Decisive, speedy and consistent decision-making
- Persistent follow-through on all decisions to produce results

RISK AND CRISIS MANAGEMENT

- Identify all risks, evaluate potential impact and mitigate accordingly
- Incorporate strategic flexibility to respond to internal and external changes and pressures
- Prevent issues becoming risks then turning into crises
- Create, practice and be prepared to implement crisis plans

PREVENT FAILURE OF STRATEGIES

- Recruit and retain people with appropriate skills, experience and track record
- Clarify and communicate roles and responsibilities

- Encourage creative problem-solving and constructive conflict resolution
- Promote unity within teams and harmony between teams

SKILLS FOR SUCCESS

- Communication, including: presentations, meetings, oral, listening, body language and written
- Delegation to increase productivity
- Negotiation and influencing skills for a win-win for all
- Time management for minimum effort to produce maximum results

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 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 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