



CERTIFIED

Strategic Planner

Course Introduction:

In these turbulent times, leaders need to focus on what will drive their business enterprise through the obstacles of success. This powerful program offers solutions to any leader who must continue to deal with the economy and make smart decisions about such important elements as new business strategies, succession planning and the use of intellectual capital to sustain and grow their business. This program begins with a week on Strategic Management which develops the skills behind strategic thinking and developing good strategies to support the strategic planning function. This session looks at many contemporary theories that focus on the best approaches to take to use resources wisely to stay the course of continuous improvement.

This program focuses on The Art of Leadership and on how a leader takes on the responsibilities of implementing new strategies and developing their human assets to support the enterprise. This session goes deep into the heart of a true leader and helps any leader/manager understand what makes an effective leader in the modern organization. This session is the catalyst behind what makes a successful strategic plan work in the real world.

Course Objectives:

- Expand your understanding of how Strategic Thinking has developed and used by managers and leaders
- Develop an understanding of the process of Strategy Formation and Implementation within any organization
- Link the Strategy of a firm with the Desired Outcomes of Revenues, Profits, and Growth through Value Creation and Market Focus
- Recognize factors that require change in your organization and how to lead the changes in your business unit
- Demonstrate the leadership core skills of Communication and Inspiration; Systems Thinking and Emotional Intelligence
- Use personal influence and develop political savvy to network and influence people effectively
- Apply a change management model for communicating and implementing change
- Tap into and "inner power" to gain self-confidence and strength
- Get the most productivity out of each employee

Who Should Attend?

Suitable for any professional who is engaged in the functions of strategic planning, developing new strategies of how to use their resources wisely, or leading the changes required to make their organization a success

Course Outline:

Module One: Strategy Concepts

- Recognize strategies within your firm as they are communicated and implemented
- Recognize the pervasiveness of strategy in organisations
- Identify the key strategies for every firm
- Distinguish between the process of creating strategy and the content of strategy

Module Two: The evolution of Strategic Thinking

- Follow the progression of strategic thinking in business and anticipate where strategy may next develop
- Speak to the different conceptual frameworks from which strategic thinking has developed and identify which are active in your organization
- Recognize the commonalities that exist relative to different approaches of developing and implementing a strategy
- Articulate the conceptual framework of strategy that your firm uses today

Module Three: Strategy Formation: A process for creating strategy

- Recognize different approaches to creating strategy within an organization
- Identify the applicability of a particular approach with the characteristics of a firm and of the environment the firm faces
- Match different processes to specific issues or situations that could develop in your firm
- Strategy in the organization
- Connect the relationship between strategy formation and implementation and day-to-day activities
- Recognize how strategy is created and implemented at multiple levels of the organization
- Assess how strategy formation relates to the complexity of your organization and organizational structure and decision making

Module Four: Strategies for growth, profitability and value creation

- Articulate the traditional view of growth and profitability and how that has changed in the last decade
- Identify means by which an organization can grow and determine which means your organization is using at the moment
- Relate Profitability to Value Creation for the customer
- Strategy as the daily focus of the firm
- Recognize Strategy as it is delegated through the organization into daily activities
- Relate Action Plans to strategic initiatives and individual performance
- Create conditions that foster Achievement of Strategic Initiatives within the firm when strategy changes

- Recognize and communicate to others the drivers for strategic change within your organization
- Use insights from past experiences with business and personal change to support the process of strategic change in your company
- Increase the potential for strategic change in your organization by managing your business in alignment with the strategy direction of the firm

Module Five: Engaging the organization in Strategic Thinking

- Ask Strategic Questions that relate to your work to the organisation's direction and strategic initiatives
- Formulate Strategic Hypotheses that suggest directions for the firm to consider
- Carry on Strategic Conversations that you want to have when you return to your workplace

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 Certificate:

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

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

