



Management And Leadership

## Planning and Strategy Management

## Course Introduction

---

This Training program provides comprehensive skills in planning, setting strategies, and managing execution in modern organizations.

The program equips participants with tools to align plans with organizational vision and achieve objectives efficiently.

## Target Audience

---

- Mid-to-senior managers
- Strategy and planning professionals
- Business consultants and project leaders

## Learning Objectives

---

- Understand strategic planning frameworks
- Develop actionable business plans
- Align strategies with organizational goals
- Monitor and adapt plans based on performance metrics
- Strengthen decision-making and leadership in planning

## Course Outline

---

- DAY 01

## **Introduction to Strategic Planning**

- Definitions and key concepts
- Strategic planning vs operational planning
- The role of vision and mission
- Stakeholder analysis
- Setting strategic objectives
- Environmental scanning

## **Vision and Mission Development**

- Crafting vision statements
- Developing mission statements
- Aligning with organizational culture
- Communicating vision and mission
- Vision to action frameworks
- Evaluating vision effectiveness

### **• Day 02**

## **Strategic Goal Setting**

- SMART goals
- Prioritization techniques
- Setting milestones
- Cascading goals
- Monitoring progress
- Adjusting goals

## **Business Analysis in Planning**

- Market analysis tools
- Competitor analysis
- Internal capabilities assessment
- Financial analysis for planners
- Risk assessment
- Scenario planning
- Data-driven planning

### **• Day 03**

## **Strategy Formulation**

- Corporate level strategies
- Business unit strategies
- Functional strategies
- Innovation and differentiation
- Cost leadership
- Growth strategies
- Strategic partnerships

## **Implementation Planning**

- Action plan development
- Change management integration
- Resource allocation
- Leadership skills for effective implementation
- Communication plans
- Overcoming resistance
- Monitoring tools

### **• Day 04**

## **Strategic Risk Management**

- Identifying strategic risks
- Mitigation planning
- Contingency planning
- Risk communication
- Crisis planning integration
- Governance and risk
- Tools for risk tracking

## **Strategic Innovation**

- Embedding innovation in planning
- Agile strategy models
- Disruptive technology impacts
- Blue ocean strategy

- Design thinking in strategy
- Encouraging creative culture
- Innovation metrics

#### • Day 05

### Exploring Future trends of Strategy and Planning

- Trends shaping strategy
- Digital transformation and planning
- ESG and sustainability integration
- Data and AI in planning
- Globalization and strategy
- Future skills for planners

### Performance Management in Planning

- Setting KPIs and metrics
- Dashboards and reporting
- Continuous improvement
- Benchmarking
- Aligning incentives
- Annual reviews

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 24, 2025	Nov. 28, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 15, 2025	Sept. 19, 2025	5 days	4950.00 \$	Spain - Madrid