



Management And Leadership

Strategic Planning and Execution

Course Introduction

This training program will enable participants to understand the elements of developing a strategy, the importance of having a clear vision and the need for long-term plans so that goals can be delivered.

The training program provides a step-by-step approach for focusing on the future and the route needed to follow to get there. There is a need to track progress through the use of measurement to demonstrate the organizations progress. The whole approach delivers an aligned organization with every role working together towards the same goal.

The focus is on how to develop strategic business plans then put them into action. You will discover how to align the organization with the strategy by engaging with stakeholders, communicating effectively internally and externally, measuring progress, and making tactical adjustments along the way. It also explains effective ways of evaluating how well strategic objectives have been achieved, learning lessons, recognizing success and the contributions of teams and individuals.

Target Audience

Senior Executives responsible for strategy development and implementation

- Managers and Leaders of Marketing, Research, Operations, HR, Finance functions
- Managers in the planning function or wanting to set up a planning department
- Specialists in risk management, control, and corporate compliance
- Operational Managers who are looking to take on more strategic responsibilities

Learning Objectives

Make use of analytical tools for strategy development

- Establish a clear and compelling vision and mission
- Recognize the importance of aligning objectives throughout the organization
- Understand the difference between managing and mitigating risks
- Make use of appropriate measurement to evaluate progress and implement improvements

Course Outline

• Day 01

The Importance of Strategy

- Thinking ahead: no crystal ball!
- Strategic Context (VUCA)
- The need for Analysis and Creativity
- Building tomorrow's organization from today's
- Organizational Planning Processes

• Day 02

Strategic and Business Planning

- Tools for analyzing the external environment
- Tools for understanding organizational Strengths & Weaknesses
- Setting strategic priorities
- Decision-making challenges

- Business Plan checklist

• Day 03

Strategic Thinking for All

- Strategy Maps – Alignment of plans
- Double and Treble Loop Thinking
- Advantages and Disadvantages of “The Balanced Scorecard”
- Hard & Soft Elements of Strategy Execution
- Using a SWOT Analysis to formulate plans

• Day 04

Control vs Creativity – the Middle Managers dilemma

- How stakeholders impact strategic choices
- Managing and Mitigating Risks
- Policies, Processes, and Measures
- Continuous Improvement Methods

• Day 05

Strategic Agility

- Employee Engagement
- Effective communication methods and approaches
- Motivating the workforce
- Kolb’s learning cycle
- Personal Action Planning

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 9, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
July 28, 2025	Aug. 1, 2025	5 days	4250.00 \$	UAE - Dubai
Oct. 27, 2025	Oct. 31, 2025	5 days	4250.00 \$	UAE - Abu Dhabi