



Management And Leadership

Strategic Planning & Goal Setting

Course Introduction

This training program is the ideal way to learn and practice the skills of strategic planning. The program will help participants understand the key elements of planning and organizing and show how they can be readily applied to work environments. It will help people interested in clearly identifying and prioritizing the tasks and activities needed to achieve both business and personal goals.

This training program also focuses on showing strategic planning processes, how to set performance objectives, how to plan for an effective decision-making process, and how to Develop Organizational Change Action Plans, among other integrated strategic planning areas, to achieve business success.

Target Audience

This training course is designed for managers, leaders, HR professionals who are seeking to have an in-depth understanding of how to manage their team and employees in the organization

Learning Objectives

By the end of this training course, participants will be able to:

- Identify the strategic planning and how it can improve your business processes.
- Interpret the difference between Strategic Thinking and Plannin
- Identify the structure of strategic planning.
- Apply Strategic planning processes.
- Master Planning for Strategic Choice.
- Apply Business analysis techniques.
- Monitor and Measure Business Performance.

- The importance of performance management.
- Use a planning process to set goals and get work started
- Master setting integrating goals, scope, work structure and management planning.
- Empower the team through delegation and decision making
- Develop Organizational Change Action Plans
- Understand what managers and leaders do and how they handle stress.
- Create an integrated Personal Strategic Plan

Course Outline

• 01 Day One

Advanced Strategic Planning

- What is Strategic planning?
- How strategic planning can improve your competitive advantage?
- The structure of strategic planning.
- “Competitive Positioning” vs. “Blue Sky” Approaches
- Understand the building blocks of a planning process
- Understand the difference between Strategic Thinking and Planning
- The difference between incremental and innovation strategies
- Review internal capabilities Tools.

• 02 Day Two

Strategic planning processes:

- Understand your organization and teams’ current situation.
- Building strong relationships between employees and customers.
- Knowledge management.
- Improving human resources techniques and building a Strategic Planning Team.
- Planning for Strategic Choice.
- Identifying your vision and mission.
- Business analysis techniques.
- Gathering Information and Intelligence for the SWOT Analysis
- What is Strategy Formulation?
- Monitoring and Measuring Business Performance
- Balanced Scorecards

• 03 Day Three

Performance Management: Setting Performance Objectives

- The importance of performance management.
- What are the performance Goals?
- Key Elements of Performance Goals
- The Importance of Agreeing to Objectives
- Quantitative and Qualitative Objectives
- Setting Objectives
- Achieving Holistic Organization Integration – Vertical, Horizontal and Functional
- Setting SMART Goals

Setting Goals, Planning and Decision Making

- Review of management processes and skill areas
- Using a planning process to set goals and get work started
- Integrating goals, scope, work structure and management planning
- Identifying initial resource requirements
- Identifying risk techniques that affect work assignments, priorities and deadlines
- Communication that responds to: who, what where, when, how, why
- Understanding the importance of quality planning in work assignments
- Using planning to ensure task priorities are established
- Planning for time management, scheduling and meeting deadlines
- Improving communications and listening skills
- Planning for delegation responsibility and authority
- Techniques for making good decisions

• 04 Day Four

Working With Your Team

- Identifying skills required to obtain the help of others
- The importance of group skills to achieve team success
- The importance of interpersonal skills in making personal and team decisions
- Empowering the team through delegation and decision making
- The importance of effective communication in team relations

Developing Organizational Change Action Plans

- Overview and context of organizational change and the impact on goals, planning and decision making
- Managing change and lead the transforming process in the organization.

- Innovation and improvement for personal and team change
- Identification of change processes and human change
- Techniques to set personal and team change goals
- Dealing with people who do not want change
- Developing an action plan for personal and team change
- Recognize the leadership qualities needed for delivering change
- Implementing Change - Achieving Progress as a Strategic Manager

• 05 Day Five

Managing for Efficiency & Effectiveness

- Understand what managers and leaders do and how they handle stress
- Gain confidence in budget setting and monitoring
- Identifying Personal Strategic Planning.
- Applying Strategic Tools and Techniques to the Individual
- Create a Personal Strategic Plan
- Review the impact of allocating tasks, roles & responsibilities on productivity
- Determine how quality of services is set and communicated to employees
- Practical Application.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 27, 2025	May 1, 2025	5 days	4250.00 \$	Qatar - El Doha
Aug. 11, 2025	Aug. 15, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 14, 2025	Sept. 18, 2025	5 days	2150.00 \$	Virtual - Online
Nov. 24, 2025	Nov. 28, 2025	5 days	4950.00 \$	Thailand - Bangkok