



Management And Leadership

Strategy and Business Performance

Course Introduction

Right strategies are critical for businesses in order for it to thrive in this highly-competitive business world. To have a leverage from others, business organizations must be able to develop strategies that will help them face the challenges of the 21st century industries and use leading strategy and planning tools to help them develop, monitor and deliver great strategies.

This training course is designed to provide participants with the essential concepts of strategy and business performance. This course will allow them to apply leading-edge thinking in strategic analysis and planning, understand the choices faced by an organisation in planning for the future, develop strategic plan for business performance and determine best various best practice in implementing strategic programmes and projects.

Target Audience

This training course is designed and beneficial for business leaders, executive, department heads, and managers.

Learning Objectives

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

- Identify the strategic analysis and development process
- Use powerful strategy maps to identify key performance measures
- Apply key financial measures to manage shareholder value
- Analyse options and make robust choices in setting goals and objectives
- Use Balanced Scorecards to design and align goals and objectives
- Align business plan and outlook around your organisation's strategic theme
- Create manageable departmental or organisational measurement strategies

- Explore how effectiveness and efficiency translate into achieving goals in the most profitable way

Course Outline

• 01 Day One

Strategic Planning Principle

- Determining a frame of reference for strategic planning concepts
- Schools of thought in strategic planning
- The evolution of strategy
- Overview of the Strategic Planning Process
- Basic elements of strategic planning
- Developing and managing the strategy formation process

Defining and Measuring Organisational Success

- Defining Organisational Vision, Values and Goals
- Balancing Stakeholder Objectives and Interests
- Strategic Analysis and Strategy Development
- Key Perspectives on Organisational Performance
- Building Strategy Maps to Identify Key Performance Measures
- Measuring and Managing Shareholder Value

• 02 Day Two

Strategic Thinking and External Analysis

- Private and public sector strategies – Similarities and Differences
- External analysis - Understanding and Analysing Business Attractiveness
- Analysing customers and benchmarking your own strategic position
- How attractive is the game that we have chosen to play

Internal Analysis and Fusion into Strategic Choice

- The interface and balance of external and internal analysis
- Internal analysis: Financial
- Internal analysis: Non-financial
- The concept and practicalities of the “balanced scorecard”
- Diagnosing and analysing strategic problems and opportunities
- Fusion of analysis into strategic choices - SWOT and the Strategy Matrix
- How well are we playing the game that we have chosen to play

• 03 Day Three

Introduction to Business Performance Management

- Components of Business performance management
- Process Steps
- Strategize
- Plan
- Strategic Planning
- Operational Planning
- Financial planning and budgeting
- Monitor
- Monitoring the performance
- Act
- What do we need to do different?
- Performance Measurement
- Key Performance Indicators
- BPM Methodologies
- Performance Dashboard

• 04 Day Four

Business Performance Management Frameworks

- The Stages and Tools for Effective Business Performance Management (BPM)
- Introducing Strategic, Operational and Tactical Dashboards
- Developing and Implementing a Balanced Scorecard, Objectives and Key Results (OKRS), Strategy Maps
- Enterprise Resource Planning (ERP) Systems and BPM
- The Role of Budgeting and Forecasting in BPM
- Implementing Adaptive Management Processes

- Dealing with Resistance to BPM Implementation

- **05 Day Five**

Effective Dashboard Implementation and Integration

- Strategic, Operational and Tactical Dashboards in Action
- Critical Success Factors in Implementing Dashboards
- Alternative Approaches for Dashboard Applications
- Elements of Best Dashboard Design
- Implementing and Integrating Dashboards

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 12, 2025	May 16, 2025	5 days	4950.00 \$	England - London
Dec. 29, 2025	Jan. 2, 2026	5 days	4250.00 \$	UAE - Dubai
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Dubai