

€ TRAINING

Strategy Planning Professional SPP





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Introduction:

This program is designed to prepare participants for the certification exam only.

This training program offers a comprehensive exploration of strategic planning principles and practices. Participants will gain insights into developing, implementing, and evaluating strategic plans to drive organizational success. It empowers them to align strategic initiatives with business objectives and achieve sustainable growth.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the fundamentals of strategic planning and its key concepts.
- Utilize strategic analysis tools such as SWOT and PEST for better decision-making.
- Develop and formulate strategic plans with clear objectives and risk management.
- Implement and monitor strategies effectively using KPIs and performance data.
- Prepare for the certification exam.

Targeted Audience:

- Senior Executives and Managers.
- Strategy Consultants and Analysts.
- Business Development Professionals.
- Project Managers.
- Personnel aspiring to gain certification in strategic planning.

Program Outline:

Unit 1:

Strategic Planning Fundamentals:

- Introduction to Strategic Planning.
- Key Concepts and Theories of Strategic Planning.

- Strategic Planning Process and Phases.
- Aligning Strategy with Organizational Vision and Mission.

Unit 2:

Strategic Analysis Tools:

- SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats.
- PEST Analysis: Political, Economic, Social, and Technological Factors.
- Competitive Analysis and Market Positioning.
- Financial Analysis for Strategic Planning.

Unit 3:

Developing Strategic Plans:

- Techniques for Setting Strategic Objectives and Goals.
- Formulating Strategies and Initiatives.
- Resource Allocation and Budgeting.
- Risk Management and Contingency Planning.
- Methods for Developing Strategic Plans.

Unit 4:

Implementing and Monitoring Strategy:

- Strategies for Effective Implementation.
- Monitoring and Evaluation Techniques.
- Key Performance Indicators KPIs for Strategy.
- Adjusting Strategies Based on Performance Data.

Unit 5:

Certification Exam Preparation:

- Overview of the Certification Exam Structure.



- Key Topics and Areas of Focus for the Exam.
- Sample Questions and their Potential Answers.
- Resources and Materials for Effective Exam Preparation.

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