

€ TRAINING

Strategic Planning and Communication With
Measurement and Implementation





Strategic Planning and Communication With Measurement and Implementation

Introduction:

This training program provides a comprehensive overview of strategic planning and implementation, equipping participants with the essential tools and methodologies to develop and execute effective strategies. It empowers them to create and manage strategies that align with their organizational goals and navigate the complexities of strategic management effectively.

Program Objectives:

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

- Develop and articulate effective strategic plans based on key concepts of strategy and competitive advantage.
- Conduct strategic planning and analysis using tools like SWOT, PESTLE, and the GE Matrix to establish clear goals.
- Implement effective communication strategies to align the organization with its strategic objectives.
- Translate strategic plans into actionable steps with clear benchmarks and continuous improvement processes.
- Design and apply performance measurement systems, such as KPIs and the Balanced Scorecard, to track and optimize results.

Targeted Audience:

- Managers, Supervisors, and Team Leaders.
- Strategic Planning Department.
- Human Resources Staff.

Program Outlines:

Unit 1:

Introduction to Strategy:

- Defining strategy and how to create it effectively.
- Differentiating what strategy is and isn't according to major international concepts.

- Developing and applying Strategic Thinking.
- Understanding the relationships between Vision, Mission, and Strategy and how to align them.
- Steps involved in developing a strategy, with a checklist.
- Identifying and articulating your Unique Competitive Advantage.

Unit 2:

Strategic Planning and Analysis:

- Importance of Building and managing an effective strategic planning team.
- Framework of strategy: avoiding 'paralysis by analysis.'
- Using tools like SWOT, Porter's 5 Forces, and the GE Strategy Matrix for business analysis.
- Methods of Conducting external analysis using the PESTLE tool.
- Setting organizational goals: Short-term, Medium-term, and Long-term.
- Documenting the strategic plan and including contingency planning.

Unit 3:

Communicating the Strategy:

- Methods of communicating the strategic plan across the organization.
- Using various channels and adjusting for different learning styles.
- Applying Emotional Intelligence for better communication.
- Addressing resistance and encouraging organizational alignment.
- Establishing a rewards system to motivate and reinforce success.
- Importance of Celebrating success while maintaining momentum.

Unit 4:

Strategic Implementation:

- Converting strategy into actionable implementation plans.
- Using project management tools to plan the implementation phase.
- Setting clear benchmarks, milestones, and expectations for progress.

- Importance of Creating teams and assigning tasks with accountability.
- Applying the Deming model Plan-Do-Study-Act for continuous improvement.
- Documenting the implementation and action plans.

Unit 5:

Measuring Success:

- Methods of Developing accurate measurement systems that are both relevant and reliable.
- Differentiating Key Performance Indicators KPIs from other metrics.
- Integrating financial and non-financial measurements using the Balanced Scorecard.
- Reviewing organizational performance and using it as a baseline.
- Linking the Balanced Scorecard to a flexible strategic budget.
- Using variance analysis to adapt and manage the plan effectively.