

# € TRAINING

Strategic Planning, Communication,  
Measurement & Implementation

A group of four smiling business professionals (two men and two women) in a meeting room. They are wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is blurred, showing a modern office environment.

14 - 18 October 2024  
Casablanca (Morocco)  
New Hotel



# Strategic Planning, Communication, Measurement & Implementation

REF: ST26 DATE: 14 - 18 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Whether you are starting a business, growing a business, or preparing for retirement, the probability of accomplishing your goal increases substantially when you plan it rather than just start doing it. Planning is even more critical during challenging economic times or when multiple people and groups need to coordinate their actions to accomplish the primary goals, as is true of almost all organizational goals.

In today's challenging economic world, organizational planning has become even more critical, not only to survive but to thrive. Most business executives will agree, intellectually, with the preceding statement, but agreement is not enough.

## Course Objectives:

At the end of this course the participants will be able to:

- Understand the concepts and the differences between strategy, planning, goals, and tactics.
- Demonstrate how the operating unit's strategic plan contributes to the organization's strategic plan.
- Master the steps in building a useful strategic plan.
- Recognize and review your options during the process to optimize your results.
- Create clear, simple communication tools.
- Build a solid strategic plan that is unique to your organization.
- Develop a realistic implementation plan.
- Measure your results to make sure the organization is achieving its objectives.

## Targeted Audience:

- Managers, Supervisors, and Team Leaders
- Strategic Planning Department
- Human Resources Staff
- Employees who want to get important skills to improve their career

## Course Outlines:

### Unit 1: Introduction to Strategy:

- What is it and how to effectively create it?
- Major international concepts on what it is AND is not
- Developing and using Strategic Thinking
- Vision, Mission, and Strategy: the relationships between & how to create the natural flow between them
- The steps involved in developing a strategy: a checklist
- Understanding your Unique Competitive Advantage & how to state it
- Formulating strategy and managing change
- Creating a corporate culture of consistent strategic development
- The essence of globalization and global strategy

## Unit 2: The Planning Process:

- How to build and manage a strategic planning team
- The framework of a strategy: avoiding 'paralysis by analysis'
- Using effective tools such as the 'new' SWOT, Porter's 5-Forces, GE, etc.
- Strategy Matrix: understanding options and analyzing business attractiveness
- External analysis: using the PESTLE tool to gain insight & Market analysis
- Determining the right strategies for the organization
- Goals & Objectives: the specifics are critical
  - Short-term
  - Medium-term
  - Long-term
- Contingency planning because something always goes wrong
- Documenting the plan

## Unit 3: Communication - The Challenge of Getting Everyone On The Same Page:

- How do we communicate the plan?
- Using multiple channels to get the message across
- Leveraging people's learning styles to communicate more effectively
- Communicating strategy through the organization
- Using Your Emotional Intelligence
- Dealing with resistance effectively
- Setting up a Rewards system
- Celebrating success - but not stopping the momentum

## Unit 4: Strategic Implementation:

- Effective implementation - converting planning into action
- Planning the implementation: Using a project management tool
- Setting expectations: benchmarks, hurdles, milestones
- Creating Team & Tasks
- Setting accountability in place
- Using the Deming model: Plan-Do-Study-Act PDCA to increase the success
- Developing action plans that work
- Documenting & Doing

## Unit 5: Measurement for Success:

- How to develop accurate and relevant measurement systems
- Separating the KPIs from everything else
- Blending the financial and non-financial measurements - the balanced scorecard concept
- Organization performance review as a baseline
- Using the Balanced Scorecard as a Tool of Success
- Linking the BSC to the strategic flexible budget
- Using variances analysis to manage the plan