

€ TRAINING

Strategy Planning Professional (SPP)

8 - 12 September 2024
Istanbul (Turkey)



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REF: ST2318 DATE: 8 - 12 September 2024 Venue: Istanbul (Turkey) - Fee: 5300 Euro

Introduction:

The Strategy Planning Professional SPP Training is a comprehensive 5-day program designed to equip participants with the essential knowledge, skills, and tools required to excel in strategic planning within organizations. This training will provide a deep understanding of the strategic planning process, enabling participants to develop and implement effective strategies that align with organizational goals and drive sustainable success.

Course Objectives:

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

- Understand Strategic Planning Fundamentals
- Analyze Business Environment
- Develop Clear Vision and Mission Statements
- Set SMART Objectives
- Conduct SWOT Analysis
- Formulate Effective Strategies
- Allocate Resources Strategically
- Implement and Monitor Strategies
- Adapt to Changes
- Communicate and Align

Targeted Audience:

- Mid to Senior-level Managers
- Business Owners and Entrepreneurs
- Consultants and Advisors
- Professionals Transitioning to Strategic Roles

Course Outlines:

Unit 1: Foundations of Strategic Planning

- Introduction to Strategic Planning
- Importance and Benefits of Effective Strategic Planning
- Strategic Planning Process Overview
- Environmental Analysis: Internal and External Factors

Unit 2: Crafting Strategic Direction

- Defining Vision and Mission Statements
- Establishing Organizational Values
- Setting Strategic Goals and Objectives
- Introduction to SWOT Analysis

Unit 3: Strategy Formulation

- SWOT Analysis in Detail
- Business-Level and Corporate-Level Strategies
- Competitive Advantage and Differentiation
- Strategy Selection and Evaluation

Unit 4: Strategy Implementation

- Resource Allocation and Budgeting
- Creating Action Plans
- Change Management in Strategy Execution
- Establishing Key Performance Indicators KPIs

Unit 5: Monitoring and Adaptation

- Performance Measurement and Monitoring
- Identifying Strategic Performance Issues
- Adapting Strategies to Changing Situations



- Communication and Alignment of Strategies