


€ TRAINING

Strategic Management of Technology

A group of four smiling business professionals (three men and one woman) are seated around a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office environment with large windows.

12 - 16 August 2024
Casablanca (Morocco)
New Hotel



Strategic Management of Technology

REF: ST1008 DATE: 12 - 16 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program provides participants with essential knowledge and skills in leveraging technology for organizational excellence. It empowers them to understand the integration of strategy and technology to foster innovation and competitive advantage.

Program Objectives:

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

- Develop strategic thinking competency and use tools to assess and support your strategic and operating environment.
- Define their organization's strategic direction, strategic plan, and strategic operating plan.
- Translate high-level strategies into precise strategic objectives and a visual strategy deployment map to reach your vision.
- Ensure strategic initiatives and projects are aligned to strategy and designed to drive the right outcomes.
- Achieve organizational alignment via clear accountabilities, timely communication and cascading of strategy down through the organization's tiers of business.
- Establish a strategic management calendar to ensure governance drives strategy and strategy drives budgeting.

Targeted Audience:

- Professionals charged with leading, managing or having responsibilities linked to development and implementation of the strategy.
- Owners and senior executives who see the need for more effective strategic management processes in their organization.
- Professionals building a pathway to professional certification and career opportunities in strategic planning and management.
- Strategic management consultants.

Program Outlines:

Unit 1:

Integrating Strategy and Technology:

- Technology for World-Class Organizations.
- Disruptive Technologies.
- Understanding your Organization's Core Technologies.
- Integrating Strategy and Technology.
- Developing a Strategic Technology Plan.

Unit 2:

Effective Technology Management:

- System to Track Trends in "Your" Technology.
- Processes for Technology Management.
- Technology Planning.
- Implementing Technology Management Processes.
- Evaluating Technology Performance.

Unit 3:

Fostering Innovation:

- Creating a Culture of Innovation.
- Continual Improvement.
- Research and Development R&D.
- Licensing and Intellectual Property.
- Encouraging Creative Thinking.

Unit 4:

New Product Development:

- New Product Development.
- Competency Building.
- New Product Development Research to Customer.

- Understanding Synergy.
- Product Lifecycle Management.

Unit 5:

Managing Technology Outsourcing and Alliances:

- Analyzing Prospective and Existing Alliances and Partnerships for Synergy Creation.
- Technology Outsourcing Issues.
- Technology Outsourcing Contractual Arrangements.
- Technology Audit.
- Managing Strategic Alliances.