

# € TRAINING

Conference on Strategic Thinking and  
Business Planning



22 - 26 December 2024  
Cairo (Egypt)



# Conference on Strategic Thinking and Business Planning

REF: C679 DATE: 22 - 26 December 2024 Venue: Cairo (Egypt) - Fee: 4095 Euro

## Introduction:

This conference is designed to enhance participants' strategic thinking abilities and equip them with practical business planning skills. It provides the knowledge needed to align business goals with long-term strategies, foster innovation, and ensure sustainable organizational growth. It empowers participants to implement strategic plans that drive business success and competitiveness.

## Conference Objectives:

By the end of this conference, participants will be able to:

- Develop strategic thinking skills for business decision-making.
- Design and implement effective business plans that align with organizational goals.
- Foster innovation and adaptability in a changing business environment.
- Identify and analyze key market trends and business opportunities.
- Measure and evaluate the success of strategic business plans.

## Targeted Audience:

- Business Leaders and Executives.
- Strategic Planners.
- Entrepreneurs.
- Corporate Development Managers.
- Business Consultants.

## Conference Outline:

### Unit 1:

#### Fundamentals of Strategic Thinking:

- Understanding the importance of strategic thinking in business leadership.
- Key components of strategic thinking and decision-making.

- Techniques for anticipating business challenges and opportunities.
- Fostering a strategic mindset across the organization.
- Balancing short-term needs with long-term vision.

## Unit 2:

### Business Environment and Market Analysis:

- Analyzing external market trends and industry forces.
- Identifying opportunities and threats through SWOT and PESTEL analysis.
- Understanding competitive dynamics and positioning in the marketplace.
- Tools for gathering and interpreting market intelligence.
- Using data-driven insights to inform strategic business decisions.

## Unit 3:

### Developing a Strategic Business Plan:

- Steps for creating a comprehensive business plan aligned with company goals.
- Setting clear business objectives and measurable KPIs.
- Building financial forecasts and resource allocation models.
- Incorporating risk management and contingency planning.
- Ensuring flexibility and adaptability in strategic business plans.

## Unit 4:

### Fostering Innovation and Adaptability:

- The role of innovation in long-term business strategy.
- Techniques for encouraging creative problem-solving within teams.
- Managing change and adapting to market disruptions.
- Integrating technological advancements into business strategies.
- Case studies on companies that successfully leveraged innovation.

## Unit 5:

### Measuring and Evaluating Strategic Success:

- Tools and techniques for tracking the progress of business plans.
- Assessing the impact of strategic initiatives on business performance.
- Continuous improvement through feedback and data analysis.
- Adjusting strategic plans to meet evolving business conditions.
- Reporting and communicating strategic outcomes to stakeholders.