


€ TRAINING

Modern Methods in Strategic Planning and
Building Performance Indicators

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.

2 - 6 December 2024
Casablanca (Morocco)
New Hotel



Modern Methods in Strategic Planning and Building Performance Indicators

REF: ST1413 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program explores cutting-edge methodologies in strategic planning and the development of performance indicators. It empowers participants to leverage modern tools and techniques for strategic alignment and performance measurement.

Program Objectives:

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

- Apply modern methods in strategic planning.
- Develop and implement key performance indicators KPIs aligned with organizational goals.
- Use data-driven approaches to enhance decision-making.
- Monitor and evaluate strategic performance effectively.
- Foster a culture of continuous improvement and accountability.

Targeted Audience:

- Strategic Planners.
- Business Analysts.
- Senior Managers.
- Performance Management Professionals.
- Organizational Development Specialists.

Program Outline:

Unit 1:

Modern Approaches to Strategic Planning:

- Overview of contemporary strategic planning methodologies.
- Integrating agile principles into strategic planning.
- Using data and analytics to inform strategic decisions.

- Collaborative strategic planning techniques.

Unit 2:

Developing Key Performance Indicators KPIs:

- Principles of effective KPI development.
- Aligning KPIs with strategic goals and objectives.
- Identifying relevant metrics for performance measurement.
- Techniques for setting realistic and measurable KPIs.
- Examples of well-designed KPIs in various industries.

Unit 3:

Data-Driven Strategic Decision Making:

- Leveraging data analytics in strategic planning.
- Tools for analyzing and interpreting data to guide decisions.
- Scenario planning and forecasting based on data insights.
- Techniques for making informed strategic choices.
- Case studies on data-driven decision-making processes.

Unit 4:

Monitoring and Evaluating Strategic Performance:

- Methods for tracking and assessing strategic progress.
- Using KPIs to monitor performance across departments.
- Performance dashboards and reporting tools.
- Continuous feedback and performance improvement strategies.

Unit 5:

Fostering a Performance-Oriented Culture:

- Building a culture of accountability and continuous improvement.



- Encouraging employee engagement with performance indicators.
- Techniques for aligning individual goals with strategic KPIs.
- Rewarding and recognizing performance achievements.
- Real-world examples of performance-driven organizational cultures.