

# € TRAINING

Strategy Planning Professional (SPP)

4 - 8 August 2024  
Istanbul (Turkey)



# Strategy Planning Professional (SPP)

REF: ST2318 DATE: 4 - 8 August 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