

# € TRAINING

Conference on Strategic Planning and Goal  
Setting



22 - 26 June 2025  
Dubai (UAE)



# Conference on Strategic Planning and Goal Setting

REF: C678 DATE: 22 - 26 June 2025 Venue: Dubai (UAE) - Fee: 5310 Euro

## Introduction:

This conference focuses on equipping participants with the skills to set clear business goals, define targets, and establish measurable deliverables through strategic planning. It emphasizes aligning business objectives with overall organizational strategy to ensure growth and success. It empowers participants to implement strategic plans that lead to achieving their desired business outcomes.

## Conference Objectives:

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

- Understand the fundamentals of strategic planning and its role in business success.
- Set clear, actionable business goals that align with organizational strategy.
- Develop measurable targets and deliverables to track progress.
- Align team efforts with business goals through effective communication.
- Monitor and adjust goals and targets based on performance data.

## Targeted Audience:

- Business Leaders.
- Strategic Planners.
- Project Managers.
- Department Heads.
- Business Development Professionals.

## Conference Outline:

### Unit 1:

#### Introduction to Strategic Planning and Goal Setting:

- Defining strategic planning and its importance in achieving business success.
- The role of goal setting in strategic planning.

- Key principles for effective goal setting: SMART goals.
- Aligning business goals with the company's long-term vision.
- Overcoming challenges in goal-setting processes.

## Unit 2:

### Setting Measurable Targets and Deliverables:

- Defining clear and measurable business targets.
- Breaking down goals into actionable deliverables.
- Techniques for aligning targets with team responsibilities.
- Setting timelines and milestones for achieving business objectives.
- Tools for tracking and measuring progress on deliverables.

## Unit 3:

### Communicating and Aligning Goals Across Teams:

- Importance of clear communication in goal setting and strategic alignment.
- Engaging teams in the goal-setting process to ensure commitment.
- Building a shared vision to unify team efforts towards common goals.
- Tools for cascading organizational goals to individual team members.
- Encouraging accountability and ownership of deliverables.

## Unit 4:

### Monitoring Progress and Adjusting Goals:

- Techniques for monitoring and evaluating progress on business goals.
- Using performance metrics and KPIs to assess success.
- Identifying obstacles and adjusting targets when necessary.
- Continuous improvement through goal realignment and optimization.
- Leveraging feedback from stakeholders to refine goals.

## Unit 5:

### Achieving Long-Term Success through Strategic Goal Setting:

- Integrating long-term business goals into the overall strategic plan.
- Building adaptability into goal setting to accommodate market changes.
- Case studies on organizations that successfully achieved strategic goals.
- Ensuring sustainability and scalability in achieving targets.
- Strategies for reviewing and updating goals as business needs evolve.