

€ TRAINING

Strategic and Planning Management



19 - 30 May 2025
London (UK)



Strategic and Planning Management

REF: ST101 DATE: 19 - 30 May 2025 Venue: London (UK) - Fee: 7950 Euro

Introduction:

This training program is designed to enhance participants' abilities in developing, implementing, and managing effective strategies. It covers the entire spectrum of strategic planning from conceptualization to execution, emphasizing the integration of strategic thinking with ongoing management practices.

Program Objectives:

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

- Master the principles and practices of strategic management and planning.
- Effectively formulate strategies that align with organizational goals.
- Implement strategic plans to ensure operational excellence and adaptability.
- Utilize analytical tools to monitor and refine strategic initiatives.
- Lead strategic projects with confidence and authority.

Targeted Audience:

- Executives and managers responsible for strategic planning.
- Business analysts and strategy consultants.
- Leaders seeking to improve their strategic thinking and planning capabilities.
- Professionals involved in project management and strategic execution.
- Personnel aspiring to roles in corporate strategy and development.

Program Outline:

Unit 1:

Introduction to Strategic Management:

- Overview of strategic management concepts and methodologies.
- The strategic planning cycle: from analysis to execution.
- The role of vision and mission statements in strategic alignment.

- Utilizing frameworks like SWOT and PESTEL for environmental scanning.
- Historical evolution of strategic management theories and practices.

Unit 2:

Strategy Formulation:

- Techniques for identifying strategic options and making choices.
- Competitive strategy and positioning.
- Resource-based strategic planning: leveraging internal capabilities.
- Blue Ocean Strategy and other innovation-based frameworks.
- Balancing risk and innovation in strategy formulation.

Unit 3:

Strategy Implementation:

- Translating strategy into actionable plans.
- The role of organizational structure and design in implementation.
- Leadership and stakeholder management during implementation.
- Allocating resources effectively to support strategic initiatives.
- Overcoming common barriers to effective strategy implementation.

Unit 4:

Strategic Leadership:

- The critical role of leadership in strategic management.
- Developing and fostering a strategic leadership style.
- Decision-making skills for strategic leaders.
- Methods of Cultivating a strategic culture within the organization.
- Leadership challenges in a dynamic and complex business environment.

Unit 5:

Performance Management and Evaluation:

- Setting and measuring performance metrics aligned with strategic goals.
- The use of Balanced Scorecard and other performance management tools.
- Regular strategic review and feedback mechanisms.
- Adjusting strategies based on performance data and external changes.
- Case studies on effective strategic performance management.

Unit 6:

Strategic Change and Adaptation:

- Managing change within the strategic management process.
- Anticipating and reacting to market and environmental shifts.
- Techniques for sustainable growth and continuous adaptation.
- Crisis management and strategic resilience.

Unit 7:

Global Strategy and International Expansion:

- Developing strategies for international markets and global competitiveness.
- Managing cultural, legal, and economic differences in global operations.
- Strategies for entering new markets: joint ventures, acquisitions, and greenfield investments.
- The impact of global economic policies on strategic planning.

Unit 8:

Innovation and Strategic Entrepreneurship:

- Fostering innovation within the strategic planning process.
- Entrepreneurial thinking and its role in strategic management.
- Integrating startups and new business models into corporate strategy.
- The role of technology and digital transformation in strategic innovation.
- Building ecosystems and partnerships for innovation.

Unit 9:

Ethics, Corporate Governance, and Social Responsibility:

- Ethical considerations in strategic management.
- Corporate governance frameworks and their impact on strategy.
- Strategic approaches to corporate social responsibility CSR.
- Balancing profitability with ethical practices and sustainability.
- Governance, risk, and compliance GRC in strategic planning.

Unit 10:

Advanced Topics in Strategic Management:

- Emerging trends and future directions in strategic management.
- The impact of artificial intelligence and data analytics on strategic decisions.
- Sustainability and the circular economy in strategic planning.
- Personal and professional development for strategic managers.
- Integrating personal leadership growth with strategic management skills.