

# € TRAINING

Strategic Performance Management

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.

6 - 10 January 2025  
Tbilisi (Georgia)



# Strategic Performance Management

REF: ST2447 DATE: 6 - 10 January 2025 Venue: Tbilisi (Georgia) - Fee: 5830 Euro

## Introduction:

This training program is designed to equip participants with the essential knowledge and skills to craft, implement, and effectively manage organizational strategies. It integrates strategic management principles with performance management methodologies to ensure a holistic approach to organizational success.

## Program Objectives:

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

- Understand the strategic management process and its significance in achieving organizational goals.
- Master the art of developing a robust organizational strategy, encompassing value proposition, architecture, and value chain.
- Integrate various dimensions of performance management, including financial, customer value, processes, innovation, and talent management.
- Acquire a comprehensive methodology for managing and evaluating organizational performance.
- Develop practical skills to align strategies with business models, ensuring sustainability and adaptability to the competitive environment.

## Targeted Audience:

- Executives and senior management.
- Middle managers and team leaders.
- Human resources professionals.
- Business analysts and consultants.
- Project managers.
- Employees seeking career advancement in strategic planning and management.

## Program Outline:

### Unit 1:

#### Introduction to Strategic Management:

- Overview of Strategic Management.
- The Role of Strategy in Organizational Success.
- Key Components of Effective Strategic Planning.
- Understanding Strategic Decision-Making Processes.
- The Impact of External and Internal Environments on Strategy.

## Unit 2:

### Business Models and Value Proposition:

- Understanding Business Models.
- Crafting a Value Proposition.
- Aligning Value Proposition with Organizational Goals.
- Analyzing Competitive Advantages and Market Positioning.
- Evaluating the Sustainability of Business Models.

## Unit 3:

### Performance Management Dimensions:

- Financial Performance Management.
- Customer Value Management.
- Process Optimization and Innovation.
- Talent Management Strategies.
- Measuring and Reporting Performance Across Various Dimensions.

## Unit 4:

### Integrating Performance Dimensions into Strategy:

- Balancing and Aligning Performance Dimensions.
- Adapting Strategies to Environmental and Societal Impact.
- Case Studies on Successful Strategy Implementation.
- Incorporating Risk Management in Strategic Planning.



- Developing a Strategic Balanced Scorecard.

## Unit 5:

### Performance Evaluation and Continuous Improvement:

- Evaluating Organizational Performance.
- Feedback Mechanisms and Continuous Improvement.
- Developing a Performance Management Roadmap.
- Utilizing Data Analytics for Performance Insights.
- Establishing a Culture of Continuous Improvement and Learning.