

€ TRAINING

Strategic and Planning Management



24 - 28 February 2025
Paris (France)



Strategic and Planning Management

REF: ST2901 DATE: 24 - 28 February 2025 Venue: Paris (France) - Fee: 5940 Euro

Introduction:

This training program is designed to equip participants with essential skills and knowledge in strategic and planning management, enabling them to develop and implement effective strategies that align with organizational goals. It emphasizes building a structured approach to long-term planning, ensuring organizational resilience and sustained growth.

Program Objectives:

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

- Understand the fundamentals of strategic and planning management.
- Develop actionable strategies that align with organizational goals.
- Conduct market and competitive analysis for informed decision-making.
- Implement planning tools and frameworks to enhance organizational resilience.
- Evaluate and adapt strategies to achieve long-term success.

Targeted Audience:

- Strategic Planners.
- Business Development Managers.
- Project and Program Managers.
- Organizational Leaders.
- Professionals in strategic roles seeking advanced planning skills.

Program Outline:

Unit 1:

Foundations of Strategic Management:

- Introduction to strategic and planning management principles.
- Role of strategic management in organizational success.

- Differentiating between strategic and operational planning.
- Key elements of a strategic plan.
- Importance of aligning strategies with organizational mission and vision.

Unit 2:

Market and Competitive Analysis:

- Conducting SWOT and PESTEL analyses.
- Identifying and analyzing market trends and dynamics.
- Techniques for competitive analysis.
- Evaluating external factors influencing strategy.
- Integrating insights into strategic planning.

Unit 3:

Strategic Planning Tools and Techniques:

- Overview of essential planning frameworks e.g., Balanced Scorecard.
- Setting measurable objectives and key performance indicators KPIs.
- Resource allocation for strategic initiatives.
- Scenario planning and contingency strategies.
- Continuous improvement within the planning process.

Unit 4:

Implementing and Monitoring Strategies:

- How to translate strategies into actionable plans.
- How to engage stakeholders and teams in strategy execution.
- Tools for monitoring progress and measuring performance.
- Adjusting plans based on feedback and results.
- Case study on successful strategy implementation.

Unit 5:

Evaluation and Continuous Adaptation:

- Assessing the effectiveness of strategic outcomes.
- Techniques for reviewing and refining strategies.
- Adapting to changing market conditions.
- Building resilience through flexible planning.
- Integrating improvement strategies into future planning.