

# € TRAINING

Strategic Thinking and Business Planning



2 - 6 September 2024  
Casablanca (Morocco)  
New Hotel



# Strategic Thinking and Business Planning

REF: ST97 DATE: 2 - 6 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is designed to equip professionals with the essential skills and knowledge required for effective strategic planning and decision-making. It empowers them to drive organizational growth, innovation, and competitive advantage.

## Program Objectives:

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

- Understand the principles of strategic thinking and business planning.
- Develop skills in analyzing business environments and identifying strategic opportunities.
- Learn techniques for formulating and implementing effective business strategies.
- Gain insights into aligning business plans with organizational goals and objectives.
- Enhance capabilities in monitoring and evaluating strategic initiatives.

## Targeted Audience:

- Business Executives.
- Strategic Planners.
- Managers and Team Leaders.
- Entrepreneurs.
- Business Development Professionals.
- Organizational Consultants.

## Program Outline:

### Unit 1:

#### Fundamentals of Strategic Thinking

- Overview of strategic thinking principles and frameworks.
- The importance of strategic thinking in business planning.

- Identifying and analyzing strategic opportunities and threats.
- Techniques for fostering a strategic mindset.
- Case studies on successful strategic thinking practices.

## Unit 2:

### Business Environment Analysis

- Methods for analyzing the external business environment.
- Assessing industry trends, market dynamics, and competitive landscapes.
- Tools for internal environment analysis SWOT, PESTLE.
- Identifying key drivers of change and strategic implications.
- Practical exercises on business environment analysis.

## Unit 3:

### Formulating Business Strategies:

- Techniques for formulating effective business strategies.
- Aligning strategies with organizational vision, mission, and goals.
- Developing long-term and short-term strategic plans.
- Balancing strategic priorities and resource allocation.

## Unit 4:

### Implementing and Executing Business Plans:

- Best practices for implementing business strategies.
- Creating actionable plans and setting performance metrics.
- Overcoming challenges in strategy execution.
- Ensuring organizational alignment and stakeholder engagement.
- Real-world examples of successful strategy implementation.

## Unit 5:

## Monitoring and Evaluating Strategic Initiatives:

- Techniques for monitoring and evaluating strategic initiatives.
- Key performance indicators KPIs and metrics for strategic success.
- Conducting strategic reviews and making necessary adjustments.
- Learning from strategic outcomes and continuous improvement.
- Case studies on monitoring and evaluation of strategic initiatives.