



شركة ميرك العربية السعودية
MEIRC Saudi Arabia

Strategic Thinking & Planning For Professionals

Duration 5 Days

Course Objectives

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

- ✦ Define the strategic planning and control process and its main components.
- ✦ Apply strategic thinking.
- ✦ Develop organizational and departmental strategies.
- ✦ Use the strategy of the organization to determine Key Performance Indicators (KPIs).
- ✦ Utilize KPIs to draft an organizational balanced scorecard.
- ✦ Convert a strategic plan to an operating plan.

Who should attend?

All managers and staff who are involved in influencing, formulating or supporting the long term planning and strategy of their department and/or organization, as well as those who are responsible for linking, measuring and improving the performance of others.

Course Outline

- 1. Introduction and Overview**
 - 1.1. Definitions and Origins of Strategic Management
 - 1.2. Strategic Thinking versus Strategic Planning
 - 1.3. History of Strategic Management Systems
 - 1.4. Successes and Failures
 - 1.5. The Strategic Planning and Control Process
- 2. Analysis of the Environment**
 - 2.1. The SWOT Analysis
 - 2.2. Information and Research
 - 2.3. Use of PEDSTL in Environmental Analysis
 - 2.4. Case Analysis? SWOT Session
- 3. Vision and Mission Statements**
 - 3.1. Why Vision and Mission Statements
 - 3.2. What is a Vision? What is a Mission?
 - 3.3. Benefits of Statements
 - 3.4. How Vision and Mission Statements are Formulated
 - 3.5. A Checklist for a Complete Mission Statement
 - 3.6. Strategic Goals and Critical Success Factors
 - 3.7. Analysis and Critique of Samples of Vision and Mission Statements
- 4. SMART Objectives and Creative Strategies**
 - 4.1. Goals, Objectives and Targets
 - 4.2. Financial versus Non-Financial Objectives
 - 4.3. The Use of Key Result Areas
 - 4.4. Adopting Effective Strategies
 - 4.5. Value Innovation and Blue Ocean Strategies
 - 4.6. Departmental Strategies
 - 4.7. 9 Ways to Kill a Strategy
- 5. Developing Operating Plans**
 - 5.1. From Vision to Action Plan
 - 5.2. The How-How Technique to Develop Plans
 - 5.3. Criteria of Effective Action Plans
 - 5.4. Linking Goals, Strategies, Action Plans and Budgets
 - 5.5. Departmental Plans
- 6. Developing Control Systems and Performance Measures**
 - 6.1. Approaches to Control
 - 6.2. Using Key Result Areas (KRAs) to Create Key Performance Indicators (KPIs)
 - 6.3. KRAs and KPIs Examples
 - 6.4. Setting Targets
 - 6.5. The Balanced Scorecard
 - 6.6. Overcoming Barriers to the Implementation of the Strategy