



**British Training**

# **Strategic Planning & Management From Vision to Execution Training Course**

**#LD8852**

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## **Introduction:**

In today's fast-paced and competitive business environment, Strategic Planning & Management has become a cornerstone for organizational success. The British Training Center is proud to present a comprehensive training course designed to equip professionals with the tools and knowledge needed to excel in this critical area. Whether you are a seasoned leader or an aspiring manager, this program will provide you with the insights and strategies to navigate complex challenges, drive growth, and achieve long-term objectives. Join us to transform your approach to planning and management, and unlock your potential to lead with confidence and clarity.

## **Training Objectives and Impact:**

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

- Understand the fundamentals of strategic planning and its importance in organizational success.
- Develop effective strategies to align organizational goals with actionable plans.
- Analyze internal and external environments to identify opportunities and threats.
- Implement strategic frameworks to enhance decision-making processes.
- Monitor and evaluate the progress of strategic initiatives to ensure continuous improvement.
- Foster a culture of innovation and adaptability within their teams.
- Communicate strategic visions clearly to stakeholders at all levels.

## **Targeted Competencies and Skills:**

- Strategic thinking and analysis.
- Decision-making and problem-solving.
- Leadership and team alignment.
- Risk assessment and management.
- Effective communication and stakeholder engagement.
- Performance monitoring and evaluation.

## **Target Audience:**

### **This program is tailored for:**

- Senior executives and managers responsible for organizational strategy.
- Mid-level managers aiming to enhance their strategic planning skills.
- Entrepreneurs and business owners seeking to scale their operations.
- Consultants and advisors involved in strategic decision-making.
- Professionals transitioning into leadership roles.

## **Course Content:**

### **Unit One - Foundations of Strategic Planning:**

- Definition and importance of strategic planning.
- Key elements of a successful strategic plan.
- The role of leadership in strategic management.
- Understanding organizational vision, mission, and values.
- Overview of strategic planning models.
- Common challenges in strategic planning.

### **Unit Two - Environmental Analysis and SWOT Framework:**

- Conducting internal and external environmental scans.
- Identifying strengths, weaknesses, opportunities, and threats (SWOT).
- Tools for competitive analysis (e.g., PESTEL, Porter's Five Forces).
- Leveraging data for informed decision-making.
- Case studies on successful environmental analysis.
- Practical exercises in SWOT application.

### **Unit Three - Strategy Formulation and Goal Setting:**

- Developing SMART objectives and key results (OKRs).
- Aligning strategies with organizational goals.
- Prioritizing initiatives for maximum impact.
- Techniques for resource allocation and budgeting.
- Scenario planning and contingency strategies.
- Workshop: Crafting a strategic plan for a hypothetical organization.

### **Unit Four - Strategy Implementation and Execution:**

- Building actionable implementation plans.
- Overcoming barriers to effective execution.
- Role of leadership in driving strategic initiatives.
- Aligning teams and departments with strategic goals.
- Tools for project management and tracking progress.
- Case studies on successful strategy execution.

### **Unit Five - Monitoring, Evaluation, and Continuous Improvement:**

- Key performance indicators (KPIs) for strategic success.
- Techniques for monitoring and evaluating progress.
- Adjusting strategies based on feedback and results.
- Building a culture of accountability and continuous improvement.
- Tools for reporting and communicating results to stakeholders.
- Final project: Evaluating and refining a strategic plan.

## **Unit Six - Leadership in Strategic Management:**

- The role of emotional intelligence in strategic leadership.
- Building and leading high-performance teams.
- Motivating employees to align with strategic goals.
- Conflict resolution and decision-making under pressure.
- Case studies on transformational leadership.
- Practical exercises in leadership scenarios.

## **Unit Seven - Innovation and Change Management:**

- Fostering a culture of innovation within organizations.
- Strategies for managing and leading change effectively.
- Overcoming resistance to change.
- Tools for driving innovation and creativity.
- Case studies on successful change management.
- Workshop: Designing an innovation-driven strategy.

## **Unit Eight - Risk Management and Mitigation:**

- Identifying potential risks in strategic plans.
- Techniques for risk assessment and prioritization.
- Developing risk mitigation strategies.
- Crisis management and contingency planning.
- Case studies on risk management success stories.
- Practical exercises in risk assessment and response.

## **Unit Nine - Communication and Stakeholder Engagement:**

- Crafting clear and compelling strategic messages.
- Engaging stakeholders at all levels of the organization.
- Tools for effective communication and feedback collection.
- Building trust and transparency with stakeholders.
- Case studies on stakeholder engagement best practices.
- Workshop: Developing a stakeholder communication plan.

## **Unit Ten - Advanced Strategic Tools and Techniques:**

- Introduction to advanced strategic frameworks (e.g., Blue Ocean Strategy, Balanced Scorecard).
- Leveraging technology for strategic planning and execution.
- Data-driven decision-making and analytics.
- Global trends and their impact on strategic planning.
- Case studies on innovative strategic tools.
- Final project: Applying advanced tools to a real-world scenario.