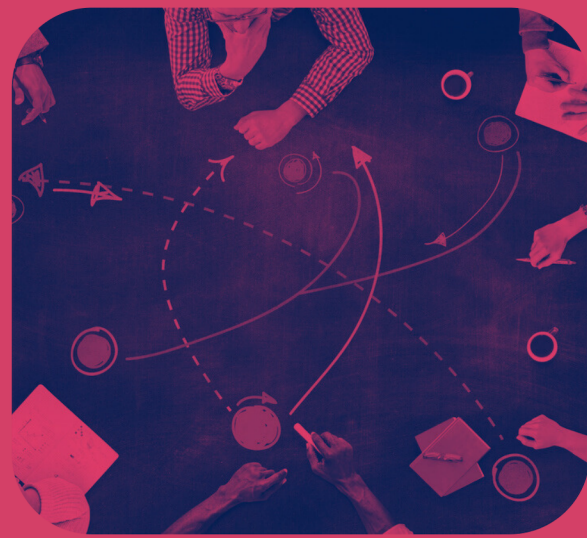


STRATEGIC PLANNING

Effective strategic business planning helps organisations to stay focused, analyse the marketplace, set accurate goals, assign responsibilities and identify appropriate staff development plans. Strategic Business Planning Training Course provides you with the skills to use a SWOT analysis, create and implement a strategic plan, implement required changes, identify the foundation of your organisational values, create valuable reports, set achievable goals and implement smart strategies.



COURSE OBJECTIVES:

After course you should be able to :

- Write a mission statement that explains what the company's purpose is.
- Complete meaningful SWOT analyses.
- Use tools and techniques to create a strategic plan that directs the organisation.
- Learn ways to implement, evaluate, and review a strategic plan.
- Use related tools, such as the strategy map and balanced scorecard, to help develop a strategic plan.
- Understand strategic planning.
- Set SMART goals.
- Assign roles and responsibilities.
- Use presentation options (reports).

COURSE OUTLINES :

- Course introduction
- Understanding Strategic Planning
- Identifying Our Values
- Designing Our Vision
- On a Mission
- Performing a SWOT Analysis
- Setting Goals
- Sustained Competitive Advantage
- Assigning Roles, Responsibilities, and Accountabilities
- Needs assessment, including environmental scanning using SWOT's analysis.

COURSE DURATION : 3 Days , 6 Hours /day