

alfran uk Limited

developing international markets

STRATEGIC PLANNING

A three day interactive workshop on **strategic planning** to enable an organisation to shape and guide its overall business objectives.

Who should attend

- Managers and professionals who need to learn the techniques and skills for strategic planning
- Managers and professionals involved in measuring the performance of the business, including those in a planning and monitoring role
- Anyone who needs to develop skills to improve the performance of their organisation

Objectives

- Analyse your current business strategy and recommend changes and improvements
- Review your business and understand its strengths and weaknesses
- Understand the external business environment in which your business operates
- Review your corporate mission, objectives, strategy and tactics
- Apply formal and semi-formal techniques to your business throughout the workshop

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| Understanding strategy | <ul style="list-style-type: none"> ○ The importance of strategy ○ Types of strategy ○ How strategy impacts you and your company ○ The process of developing a strategic framework for a plan ○ Recognizing the importance of making time for strategic planning |
| Analyzing your situation | <ul style="list-style-type: none"> ○ Analyze and understand external and internal needs ○ Understanding your customers' present and future needs ○ Analyze the competition ○ Understanding team capabilities ○ Summarize the analysis |
| Creating a strategic plan | <ul style="list-style-type: none"> ○ Strategic planning ○ Defining your purpose ○ Determining your advantage ○ Setting boundaries ○ Strategic emphasis ○ Integrating strategy ○ Estimating a budget ○ Testing the strategy ○ Managing your brand ○ Effective communication |
| Implementing the strategic plan | <ul style="list-style-type: none"> ○ How to set priorities ○ Planning activities ○ How to form strategic partnerships ○ Motivating your team ○ Monitoring & reviewing success |
| Strategic leadership and entrepreneurship | <ul style="list-style-type: none"> ○ Leaders and entrepreneurs ○ Vision ○ Issues in strategic leadership ○ Managing human resources ○ The impact of the internet |

