

Training Title

INTRODUCTION TO STRATEGY & STRATEGIC LEADERSHIP

Training Duration

5days

Training Venue and Dates

REF	Introduction to Strategy &		10 th -14 th Feb		
RM012	Strategic Leadership	5	25'	\$5500	Abu Dhabi

Training will be held at any of the 4 5- Star hotels. Exact venue will be informed later.

Training Fees

- 5500 US\$ per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Buffet Lunch

Training Certificate

Define Management Consultancy & Training Certificate of course completion will be issued to all attendees.

TRAINING INTRODUCTION

If you can't measure it, you can't manage it. To measure business, or performance of an employee, you need to set objectives that can be reached. In this training, participants will be introduced to the essential skills for setting objectives, for business, as well as for their employees. Those objectives will be the standards that will be used for many other tools that help leading the team. Participants will also learn some state-of-art skills for leadership and motivating employees to get the maximum performance out of them, and to keep a healthy work environment

TRAINING DESCRIPTION

Effective strategies are the product of motivated teams and managers who continually address issues and challenges together. Strategic Planning is designed to implement strategic plans at all levels within the organization, especially at the levels where representatives interact with the customers. Effective business units can streamline operations, improve quality, increase profitability and have fun working together in spite of intense world-wide competition and corporate downsizing. This Strategic Planning training provides specific and practical help on implementing and effectively using strategic planning skills. The workshop will refine internal processes and provide insight into changing business unit dynamics. The compendium of activities within this workshop will add real value to training exercises by taking critical thinking skills out of the box and into the workplace. Learners will sharpen their critical thinking skills and develop thought processes that are creative, accurate and assumption-free.

Your perception of the strategic planning process and application will lead you to understand how marketing strategies can develop profitable business by setting achievable objectives, delivering them by developing cost effective local and international marketing plans. You will achieve this by adapting your approach to the relevant marketing strategy and gaining skills in multicultural market analysis, strategic development and planning, and cost-effective implementation for the purpose of your goal setting.

TRAINING OBJECTIVES

Participants will learn to:

- Gain knowledge of strategic planning processes
- Organize individual parts to make a complete team
- Translate mission statements into reality: Once it's written, what else needs to happen?
- How to recognize organizational barriers to planning
- Identify threats to and opportunities for your organization
- Understand your role in your firm's planning process
- Effectively sell your strategic plan to senior management
- Gain a confident approach to marketing strategies in a diverse cultural context.
- Develop the right attitude and skill to manage multiple customer and partner perspectives.
- How to cost effectively implement the plans through cross border management of the marketing mix including product and service portfolio development, multinational pricing, communication.

Upon completion of this course, participant will gain an understanding of the following management skills

- Goal setting
 - Understanding the goal setting concept
 - Understand the goal setting process
 - Setting goals that meet future needs
 - Setting SMART objectives
- Forming Strategy (Realistic and meets organization's wants and ability)
 - Clarity of Vision, Mission, and Goals
 - Evaluating and Forming organization's vision, and goals
 - Reaching organization's objectives
- Implementing the Strategy
 - The role of clear strategy for successful implementations
 - The role of Consistency for successful implementations
 - The role of Persistence for successful implementations
 - Managing the Strategy and reaching goals
- Strategic tools and applications
 - Balance Score Cards

- Benchmarking
- Performance Measurements

TRAINING METHODOLOGY

A highly interactive combination of lecture and discussion sessions will be managed to maximize the amount and quality of information, knowledge and experience transfer. The sessions will start by raising the most relevant questions, and motivate everybody finding the right answers. The attendants will also be encouraged to raise more of their own questions and to share developing the right answers using their own analysis and experience.

All attendees receive a course manual as a reference.

This interactive training workshop includes the following training methodologies

- 30% Lectures
- 30% Workshops and work presentation
- 20% Group Work & Practical Exercises
- 20% Videos & General Discussions

WHO SHOULD ATTEND

The course is designed to cater for the training needs of the following:

- Strategists, Directors and Corporate Planning Officials
- Auditors and Strategic Control Committee Members
- Line Managers, Financial Professionals, Professionals, R&D Representatives, Sales/Marketing Professionals, Policy Makers, Business Unit Professionals

The course is suited to experienced practitioners like managers, supervisors, as well as strategist and officers in all operations but mainly in strategic planning, marketing, sales or related disciplines. So this course is designed for planners and managers in all industries who are involved with the strategic planning process for their unit or the whole organization including budgeting, contingency planning, strategy design, implementation, leadership and monitoring. All Marketing professionals and sales personnel who are involved in marketing activities will benefit from this course.

Prerequisites:

Solid management skills and some economic background.

OUTLINE & DAILY SCHEDULE

Day 1

- Introduction
- Setting expectations

Goal setting

- Understanding the goal setting concept
- Understand the goal setting process
- Setting goals that meet future needs
- Setting SMART objectives

Day 2

- Why Strategic Planning

Forming Strategy (Realistic and meets organization's wants and ability)

- The strategic management process
- Mission statement, objectives and goals development
- Clarity of Vision, Mission, and Goals
- Values and benefits of planning
- Evaluating and Forming organization's vision, and goals
- Reaching organization's objectives
- SWOT analysis
- Industry Structure Analysis

Day 3

Implementing the Strategy

- The role of clear strategy for successful implementations
- The role of Consistency for successful implementations
- The role of Persistence for successful implementations
- Managing the Strategy and reaching goals

Day 4 Strategic tools and applications

- Balance Score Cards
- Why does business need the balanced scorecards?
- Measuring Financial perspectives
- Measuring Customer Perspectives
- Measuring Internal Business processes prospective
- Measuring learning and growth prospective

Day 5 Benchmarking

- Performance Measurements
- Bench marking concept
- Why benchmarking is important, and why you should share accurate information

- The benchmarking cycle
- Planning for a benchmarking study
- Executing a benchmarking project

Note: The Course Manual will contain the Handouts as reference book as well as the Presentation Slides which will be used during the Course and supported by the Handouts.

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