

TRAINING TITLE

DEVELOPING STRATEGIC PERSPECTIVE

Training Duration

5 day

Training Venue and Dates

Ref. No. SS144	Developing Strategic Perspective	5	12-16 May 2025	\$5,500	DUBAI, UAE
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In any of the 4 or 5-star hotels. The exact venue will be informed later.

Training Fees

- **\$5,500 per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Lunch**

Training Certificate

Define Management Consultants Certificate of course completion will be issued to all attendees.

TRAINING DESCRIPTION

This training course is designed to help leaders, managers, and professionals develop the strategic thinking skills required to align their actions with the long-term goals and vision of the organization. Participants will learn how to anticipate challenges, identify opportunities, make informed decisions, and drive business success through effective strategic planning and execution.

TRAINING OBJECTIVES

By end of course participants will be able to understand

- Understand the key components of strategic thinking and how it differs from operational thinking.
- Analyze and interpret external and internal factors affecting the organization (e.g., market trends, competition, capabilities).
- Develop long-term strategic goals that align with the organization’s mission and vision.
- Use strategic frameworks to evaluate business opportunities, threats, and resources.
- Make informed strategic decisions based on data, market analysis, and risk assessment.
- Implement strategic initiatives through effective planning and execution, ensuring alignment across all levels of the organization.

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- Foster a strategic mindset within teams and departments to drive innovation and competitive advantage.
- Adapt to changes in the business environment and refine strategies for continuous improvement and growth.

WHO SHOULD ATTEND?

- Senior Managers and Executives
- Middle Managers
- Project Managers
- Business Development Managers and Marketing Professionals
- Entrepreneurs and Small Business Owners
- Leaders

COURSE PROGRAM

Day 1: Introduction to Strategic Thinking and Planning

- What is Strategic Thinking? Defining strategic vs. tactical thinking.
- The role of strategy in organizational success: Why strategic thinking is critical for leaders.
- Key elements of a strategic perspective: Vision, mission, values, and long-term objectives.
- Understanding your organization's strengths, weaknesses, opportunities, and threats (SWOT analysis).
- Developing a strategic mindset: Moving from operational to strategic thinking.
- Tools and frameworks for strategic analysis (PESTLE, SWOT, Porter's Five Forces).
- Aligning personal goals with organizational strategy.

Day 2: Analyzing the External Environment

- External analysis: Understanding the market, competitors, and industry trends.
- Tools for external analysis: PESTLE (Political, Economic, Social, Technological, Legal, Environmental), market research, and competitive analysis.
- Identifying opportunities and threats in the external environment.
- The impact of globalization, digital transformation, and disruptive technologies on strategy.
- Mapping out market trends and identifying emerging opportunities.
- Scenario planning: How to plan for different future scenarios.

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Day 3: Internal Analysis and Strategy Formulation

- Internal analysis: Assessing organizational resources, capabilities, and culture.
- Understanding organizational strengths and weaknesses through a resource-based view (RBV).
- Aligning strategy with core competencies and competitive advantages.
- The role of innovation and creativity in strategy formulation.
- Strategy formulation: Defining long-term strategic goals and objectives.
- Using strategic frameworks: Balanced Scorecard, BCG Matrix, and Blue Ocean Strategy.
- Identifying key performance indicators (KPIs) to track strategy execution.

Day 4: Strategic Decision Making and Implementation

- Strategic decision-making models: Rational decision-making, intuitive decision-making, and bounded rationality.
- Evaluating strategic options and risk management.
- Making decisions in uncertain and complex environments.
- Aligning teams and resources with strategic goals for successful execution.
- Developing a strategic plan: Creating actionable steps for strategy implementation.
- Overcoming resistance to change: Leading through change and managing stakeholder expectations.
- Managing and mitigating risks in strategic execution.

Day 5: Fostering a Strategic Culture and Continuous Improvement

- Building a culture of strategic thinking across the organization.
- Leading strategic initiatives: How to inspire teams to think and act strategically.
- Encouraging innovation, collaboration, and cross-functional thinking to drive strategic goals.
- The role of leadership in strategy execution and maintaining alignment with business goals.
- Adapting strategy to changing business environments: Continuous monitoring, evaluation, and feedback loops.
- The importance of continuous improvement in sustaining competitive advantage.
- Measuring the effectiveness of your strategy: Key metrics and feedback mechanisms.
- Q&A and Wrap-up: Recap of key lessons learned and practical takeaways.

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NOTE:

Pre-& Post Tests will be conducted.

Case Studies, Group Exercises, Group Discussions, Last Day reviews, and assessments will be carried out.



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