MERCURY

Capacity Building for Market & Business Needs

21 – 25 March 2027
Istanbul (Turkey)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Capacity Building for Market & Business Needs

Ref: 121379_1030306 **Date:** 21 – 25 March 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

Introduction

The Capacity Building for Market & Business Needs course aims to equip participants with skills to identify strengths and weaknesses in sector potential. The course focuses on understanding short- and long-term requirements of the market and business. Participants learn to design effective initiatives that meet business needs and enhance competitiveness. The course includes performance evaluation methods and the measurement of initiative impact. It provides a strategic vision to strengthen institutional competencies. The goal is to build an integrated understanding linking internal capabilities to dynamic market demands.

Targeted Groups

This Capacity Building for Market & Business Needs training targets professionals seeking knowledge and skills:

- Human resources and organizational development managers.
- Project and strategic initiative managers.
- Planning and development officers in institutions.
- Performance management and needs analysis consultants.
- Members of organizational development and training teams.
- Business professionals aiming to enhance competitiveness.

Course Objectives

Participants will achieve the following objectives by completing the Capacity Building for Market & Business Needs course:

- Identify sector strengths and weaknesses effectively.
- Analyze short- and long-term needs of the institution and market.
- Design strategic initiatives to meet business requirements.
- Apply performance measurement and success indicators.
- Enhance forecasting abilities for market changes.
- Develop integrated action plans for institutional growth.
- Improve data-driven decision-making.
- Acquire project and initiative management skills.
- Strengthen team responsiveness to changing market demands.
- Integrate best practices in institutional capacity building.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Targeted Competencies

Participants will gain the following competencies during the Capacity Building for Market & Business Needs program:

- Conduct a comprehensive organizational needs analysis.
- Design and implement strategic initiatives.
- Prioritize initiatives and objectives effectively.
- Measure the impact of initiatives on performance.
- Develop long-term strategic planning skills.
- Understand sector challenges and growth opportunities.
- Communicate effectively with stakeholders.
- Utilize data for informed decision-making.
- Manage change and enhance institutional adaptability.
- Develop a holistic view linking capabilities to market requirements.

Studying Scenarios

In this Capacity Building for Market & Business Needs training, participants develop skills through the following scenarios:

- Analyzing performance gaps in a specific department.
- Designing initiatives to meet defined market needs.
- Developing short- and long-term plans to enhance institutional efficiency.
- Simulating initiative impact measurement on outcomes.
- Studying the capacity development of teams and their skills.
- Applying strategies to improve competitiveness.
- Evaluating business initiatives according to market standards.

Course Content

Unit 1: Introduction to Capacity Building

- Define capacity building and its importance for institutions.
- Identify the link between organizational capability and business success.
- Analyze internal and external organizational environments.
- Review current market trends and business requirements.
- Distinguish between short- and long-term needs.
- Understand the role of measurement and evaluation in capability development.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 2: Assessing Strengths and Weaknesses

- Methods to identify institutional strengths and weaknesses.
- Tools for gap and needs analysis.
- Evaluate human, technical, and financial resources.
- Analyze operational and managerial efficiency.
- Study the impact of weaknesses on organizational performance.
- Prioritize development based on analysis.
- Apply performance evaluation in practical cases.

Unit 3: Designing Strategic Initiatives

- Set initiative objectives according to business needs.
- Design programs to develop institutional capacities.
- Determine performance indicators and success metrics.
- Integrate initiatives with organizational strategies.
- Allocate resources for effective implementation.
- Manage risks associated with initiatives.
- Improve capacity-building initiatives based on feedback.

Unit 4: Implementing and Monitoring Initiatives

- Develop a clear, time-bound implementation plan.
- Coordinate teams and manage tasks.
- Use performance monitoring tools and indicators.
- Review objectives and update plans according to changes.
- Enhance communication among teams.
- Address challenges and adjust strategies.
- Apply case studies on initiative implementation.

Unit 5: Evaluating Results and Enhancing Capacities

- Measure the impact of initiatives on organizational performance.
- Analyze data to extract lessons learned.
- Evaluate achievement of short- and long-term goals.
- Review strategies to improve capacity periodically.
- Develop sustainable plans to enhance institutional competency.
- Study the success of initiatives and document best practices.
- Link initiative outcomes to changing market requirements.

Final Insights & Key Takeaways

This course equips participants with comprehensive skills to build institutional capacity and respond to dynamic market demands. It provides practical tools for analyzing needs, designing strategic initiatives, and implementing them effectively.