



Strategic Planning & Goal Setting: Setting Business Goals, Targets & Deliverables (8214)

26 – 30 July 2027
Nairobi (Kenya)



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Introduction:

Effective strategic planning is essential to the future success of any organization. However, most strategic planning needs to improve in terms of vision. This strategic planning and goal-setting training for business success conference is merely a straight-line extrapolation of the past into the future; in a world where the pace of change is more significant than ever, this is, at best, shortsighted and, at worst, a prescription for disaster.

Accurate strategic planning is about positioning the organization for a future different from the past. This strategic planning and goal-setting training for business success seminar will focus on strategic planning as the essential management system guiding the organization into the future by setting focused goals to establish and enhance competitiveness.

Strategic planning training equips professionals with the necessary skills to navigate the complexities of setting effective business strategies. The outcome of such training is to optimize a business's productivity, ensuring a precise and innovative path forward.

Targeted Groups:

- Managers.
- Supervisors and Team Leaders.
- Human resources department.

Conference Objectives:

At the end of this strategic planning and goal-setting training for business success conference, the participants will be able to:

- Understand how to design visionary strategic plans.
- Work out how to translate strategic plans into action plans.
- Examine a model for organizational and individual assessment.
- Provide insights into strategic planning problems to avoid.
- Identify and learn from examples of strategic success and failure.
- Understand the nature of the organizational life cycle.
- Provide insights into productive contingency planning.
- Learn how to combine visionary, analytical, and creative thinking.
- Understand the global business environment of the 21st century.
- Learn how to make choices and make the best use of finite resources.
- Develop improved preparedness to deal with contingencies.
- Learn how to set challenging, realistic, and achievable targets.
- Learn how to measure performance and manage progress.

Targeted Competencies:

At the end of this strategic planning and goal-setting training for business success conference, the participant's competencies will be able to:

- Strategic planning.
- Business analysis.
- Decision making.
- Problem-solving.

Enhancing Productivity Through Strategic Planning and Goal Setting:

Understanding how strategic planning affects the productivity of a business is not only about setting goals but also about executing those goals proficiently. By undertaking strategic planning and goal-setting training, professionals will be equipped to create actionable steps that drive company-wide productivity. This training seminar will focus on developing pragmatic strategies that produce tangible results and drive workforce efficiency.

Throughout the strategic planning seminar, workshop, and conference, participants will engage in strategic workforce planning training that aligns human capital with the company's strategic objectives. This training is essential for ensuring that the workforce is capable, motivated, and ready to execute the organization's strategic plan.

Through goal-setting mastery and the entire focus on goal-setting, participants will learn to outline clear, strategic goals that align with business objectives and manage progress effectively. This conference creates a foundation for success, especially amidst the rapid changes and competitive demands of the 21st-century business environment.

Conference Content:

Unit 1: The Strategic Planning Process - 1:

- Strategy - concept and significance.
- "Competitive Positioning" VS "Blue Sky" approaches.
- Achieving competitive advantage through flexibility and agility.
- The interaction of strategy, structure, and business processes.
- Gathering information and intelligence for the SWOT analysis.
- Mini-cases and group discussion - "Cost versus Differentiation."

Unit 2: The Strategic Planning Process - 2:

- Vision and mission statements - preparing for the future.
- Business analysis and contingency planning.
- Strategic choice.
- Converting the SWOT analysis into the "Strategy Matrix".
- Strategy formulation - programs, projects, policies.
- Transforming the organization - strategy implementation and managing change.

Unit 3: Assessing The Current State of The Organization:

- Leadership and management concerning strategy.
- Customer and market focus.
- Human resources and knowledge management.
- Building a strategic planning team.
- Effective process management to achieve business results.
- Monitoring and measuring business performance.

Unit 4: Avoiding The Pitfalls of Strategic Planning:

- The strategy life-cycle and the problem of strategic drift.
- Getting innovative thinking into the organization.
- The potentially damaging dimensions of success.
- How to avoid "paralysis by analysis."
- Overcoming the inability to evaluate fresh ideas, denying the truth, and thinking inside the box.
- The critical importance of team building and teamwork.

Unit 5: Personal Strategic Planning:

- Applying strategic tools and techniques to the individual.
- Personal goal setting, creating a personal strategic plan.
- Implementing change - achieving progress as a strategic manager.
- The mix of competencies and personal skills required in 21st-century business.
- Executing strategy - how to break it down and get it done.
- Developing inspiration and gathering support.
- Overcoming adversity by leveraging your skills and building on success.
- Conclusion - a personal role in the strategic planning and goal-setting processes.