MERCURY

The Process of Professional Strategic Planning

27 June – 1 July 2027
Doha (Qatar)



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Ref: 15450_1063931 **Date:** 27 June – 1 July 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

This comprehensive one-week Professional Strategic Planning Process program is designed to equip individuals from diverse professional backgrounds with the knowledge, skills, and tools necessary to excel in the dynamic world of strategic planning, whether they are seasoned executives or managers seeking to enhance their planning skills.

Aspiring leaders looking to make a mark in your organization, this Professional Strategic Planning Process course will empower participants to navigate the complexities of strategic planning effectively. They will become strategic planning experts and contribute significantly to your organization's success.

Targeted Groups:

- Professionals in business management.
- Executives and leaders in organizations.
- Managers and supervisors in various fields.
- Government officials and policymakers.
- Healthcare administrators and practitioners.
- Educators and academic administrators.
- Nonprofit organization leaders.
- Project managers.
- Entrepreneurs and startup founders.

Course Objectives:

At the end of this Professional Strategic Planning Process course, the participants will be able to:

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- Understand the fundamentals of strategic planning.
- Analyze external and internal factors influencing strategic planning.
- Develop a SWOT analysis.
- Create clear, aligned organizational goals and objectives.
- Apply SMART criteria to goal-setting.
- Construct a strategic framework.
- Identify and select strategic options.
- Develop detailed implementation plans.
- Assess and mitigate strategic risks.
- Establish key performance indicators KPIs.
- Monitor and adapt the strategic plan.
- Promote a culture of strategic thinking.
- Apply course knowledge in professional contexts.
- Lead or contribute to strategic planning initiatives.

Targeted Competencies:

The target competencies in this Professional Strategic Planning Process training will:

- Monitoring, Evaluation, and Adaptation.
- Strategy Formulation and Implementation.
- Setting Organizational Goals and Objectives.
- Environmental Analysis and SWOT Analysis.
- Understanding Strategic Planning Fundamentals.

Course Content:

Unit 1: Understanding Strategic Planning Fundamentals:

- Introduction to the strategic planning professional role.
- Importance of the strategic planning process in professional contexts.
- Key concepts and terminology.
- The role of leadership in professional strategic planning.
- Case studies and real-world examples.

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Unit 2: Environmental Analysis and SWOT Analysis:

- Conducting an external environmental analysis for a professional strategic plan.
- Identifying internal strengths and weaknesses.
- Creating a SWOT Strengths, Weaknesses, Opportunities, Threats analysis.
- Hands-on practice with SWOT analysis.
- Group discussions and peer feedback.

Unit 3: Setting Organizational Goals and Objectives:

- The process of setting goals in a strategic plan for professional development.
- SMART criteria for setting objectives.
- Aligning goals with the organization's mission and vision.
- Workshop: Developing clear and actionable goals.
- Measuring success through Key Performance Indicators KPIs.

Unit 4: Strategy Formulation and Implementation:

- Selecting appropriate strategic options.
- Building a Strategic Framework.
- Assigning responsibilities and creating an implementation plan.
- Risk assessment and mitigation strategies.
- Case studies of successful strategy implementation.

Unit 5: Monitoring, Evaluation, and Adaptation:

- The importance of continuous monitoring and evaluation in the organizational strategic planning process.
- Key performance indicators KPIs and metrics.
- Adjusting the strategic plan as needed.
- Dealing with unforeseen challenges and changes.
- Creating a culture of strategic thinking within the organization.

Unit 6: Industry Standards and Best Practices:

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- Defining and Discussing Best Practice Strategic Planning Processes:
  - Define the strategic planning process and its role in professional development.
  - Discuss the strategic planning process and its alignment with industry standards.
  - Explore best practices in the strategic planning process.
  - Assess the benefits of the strategic planning process and its impact on professional growth.
- Strategic Planning Professional Certification and Organizations:
  - Exploring strategic planning professional certification options.
  - The value of affiliations with strategic planning professional organizations.
  - Networking and professional development opportunities within strategic planning networks.
  - Preparing for certification as a strategic planning professional.