MERCURY

Strategic Planning & Management Training Course (15491)

8 – 12 November 2027
New York (USA)



Dubai - UAE: +971 4 450 5697
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Strategic Planning & Management Training Course (15491)

Ref: 15491_1064281 **Date:** 8 – 12 November 2027 **Location:** New York (USA) **Fees:** 7900 Euro

Introduction:

This Strategic Planning and Management training course provides leaders and professionals with transformational tools and techniques to help them strategically maximize their and their team's creative potential. Its starting point is self-discovery. Participants will work on the inside first and then focus outwards to impact the business world.

Participants should be prepared to move out of their comfort zone and experiment with new ways of creating and communicating an inspiring leadership vision. The concept of 'strategy'. While focusing on the analytical disciplines on which a successful strategy is based, it centers on strategic planning as a value-adding process that harnesses the leader's and the team's ability to combine analysis with creative thinking and enables ideas and plans to be nurtured into reality.

Participants will understand strategic planning and management control and explore a variety of strategic planning and management tools to analyze and shape organizational strategies. Emphasizing the difference between strategic planning and management and discussing strategic planning and management systems are integral for professionals seeking advancement and a foundation in an MBA in a Strategic Planning and Management program.

The Strategic Planning and Management course is about learning the concepts, understanding their importance and principles, and delving into strategic planning and management to understand their significance in steering organizations toward success. It will equip participants with methodologies to assess, devise, implement, and monitor strategies effectively, a pivotal component for business leaders in today's competitive environment.

Targeted Groups:

- Top and mid-level managers.
- Supervisors and Team leaders.
- Strategic planning department.
- Project managers.
- Human resources department.
- Employees who want to gain critical skills to improve their careers.

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Course Objectives:

At the end of this Strategic Planning and Management course, the participants will be able to:

- Understand the linkage between operational and strategic management.
- Demonstrate innovative methods for harnessing others' creative potential.
- Align their responsibilities and objectives with the strategy of their organization.
- Communicate their vision in refreshing and engaging ways.
- Define the concepts of 'strategy' and 'strategic plans.'
- Understand and explain visionary thinking as part of the strategic process and apply strategic planning to their management issues.
- Place their part of the organization within the overall context of corporate strategy.
- Gain confidence in managing their contribution to strategic implementation.
- Increase career flexibility vertically and horizontally.
- Accelerate thinking speed and problem resolution for dilemmas.
- Understand the impact of operational specialization on corporate strategy.
- Improve team working capabilities in analyzing and solving strategic problems creatively.
- Improve skills in ensuring the most effective impact of individual specializations.

Targeted Competencies:

The target competencies in this Strategic Planning and Management training will:

- Leadership and management skills.
- Strategic thinking.
- Strategic planning.
- Problem-solving.
- Communication skills.

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Course Content:

Unit 1: Creative Problem-Solving:

- Leadership reality assessment.
- Leadership VS Management.
- Understanding our brain function.
- Myths of Creativity.
- The limitations of the rational.
- Divergent approaches to problem-solving.
- Letting go of logic.
- Analogous thinking modes.
- Convergent and divergent modes.

Unit 2: Developing the Vision Creatively:

- Six thinking hats.
- Using differing thinking styles.
- JOHARI window.
- The business plan process and creating a vision.
- Harnessing the power of the team.
- Organizational culture and its influence on innovation.
- Letting go of the ego.
- Working with different creative preferences.

Unit 3: Strategic Thinking and Business Analysis:

- What is strategic planning and management?
- Importance of strategic planning and management.
- Main conceptual frameworks.
- External analysis.
- Analyzing business attractiveness - macro-environmental factors, growth drivers, competitive forces, and market dynamics.
- Benchmarking your own strategic position/competitor analysis.
- Analyzing customers.
- "Thinking backward from the customer."
- Mini-case on the importance of external analysis.

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Unit 4: Strategic Plans and the Relevance of Alliances and Joint Ventures:

- Review of the tools used so far.
- The content of a strategy.
- Putting a strategic plan together - the 5-page framework.
- A real-life example of a business strategy/strategic plan.
- Strategies for alliances and joint ventures.
- Example of best practice in alliances and joint ventures.

Unit 5: Global Strategy, Teambuilding, and the Management of Internal Communication:

- Globalization - the strategic dimension.
- The essence of globalization and global strategy.
- Globalization - the organizational dimension.
- Globalization - the human dimension.
- How do you build and manage a strategic planning team?
- Communicating strategy through the organization.
- Gaining your team's commitment and buy-in to the strategy.

Conclusion:

Completing this strategic planning and management training will prepare participants to contribute decisively to their organization's strategic planning and management system, ensuring that they are well-equipped to handle the challenges of today's dynamic business environment.