MERCURY

Strategic Planning, Communication, Measurement, & Implementation

19 – 23 September 2027
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
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Ref: 15870_1066982 **Date:** 19 – 23 September 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

Strategic planning is the cornerstone of any successful organization. This Strategic Planning, Communication, Measurement, and Implementation course provides a clear roadmap for achieving long-term objectives and responding effectively to dynamic market conditions. Effective communication serves as the bridge between strategy development and execution, ensuring alignment across stakeholders and teams.

Measurement is vital in evaluating progress, identifying gaps, and refining strategies, while implementation transforms strategic visions into tangible outcomes. This Strategic Planning, Communication, Measurement, and Implementation course equips participants with the tools and methodologies to integrate planning, communication, measurement, and implementation seamlessly, fostering a culture of strategic excellence and continuous improvement.

The Strategic Planning, Communication, Measurement, and Implementation training provides an understanding of strategic planning and implementation processes. Participants will explore strategic planning and implementation, focusing on creating effective plans and aligning them with organizational goals. Emphasis is placed on strategic planning, communication, and the importance of communication in strategic planning, ensuring that strategies are clearly articulated through a robust strategic planning communication plan.

Mastering the process of strategic planning and implementation, integrating strategic communication planning, and using strategic planning and performance measurement to track progress. The Strategic Planning, Communication, Measurement, and Implementation program covers developing and evaluating a strategic planning implementation plan, highlighting tools for strategic planning implementation and evaluation to ensure sustainable success. It is for leaders to connect planning, communication, and measurable outcomes.

Targeted Groups:

- Business Leaders and Executives.
- Strategic Planners and Analysts.
- Project Managers and Team Leaders.
- Communication Specialists and PR Professionals.
- Human Resource Managers.
- Marketing and Sales Professionals.
- Performance and Operations Managers.
- Consultants and Policy Advisors.

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Course Objectives:

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

- Grasp the concepts and discern between strategy, planning, goals, and tactics.
- Illustrate how an operating unit's strategic plan aligns with the organizational strategy.
- Learn the foundations of building a practical and effective strategic plan.
- Evaluate options during the strategic planning process to enhance outcomes.
- Employ clear and concise strategic communication tools.
- Construct a distinctive strategic plan tailored to their organization.
- Devise a pragmatic strategic planning implementation strategy.
- Measure organizational achievements in line with set objectives using strategic performance measurement techniques.
- Acquire Best practice planning tools for strategic planning training.
- A thorough strategic planning workshop enhances decision-making for a broader range of choices.
- Boost efficiency in planning and implementation processes, reducing redundancy and time wastage.

Targeted Competencies:

By the end of this Strategic Planning, Communication, Measurement, and Implementation training, the participant's competencies will:

- Strategic thinking.
- Problem-solving.
- Prioritization of objectives.
- Proficiency in best practice tool usage.
- Effective communication.
- Strategic implementation.
- Accurate and actionable measurement systems.
- Change management.
- Business analysis.
- Team collaboration.
- Presentation skills.
- Creativity in approaching strategic challenges.

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Course Content:

Unit 1: Introduction to Strategy:

- What is it, and how can it be effectively created?
- Major international concepts on what it is and is not.
- Developing and using Strategic Thinking.
- Vision, Mission, and Strategy: the relationships between and how to create the natural flow between them.
- The steps involved in developing a strategy: a checklist.
- Understanding your Unique Competitive Advantage and how to state it.
- Formulating strategy and managing change.
- Creating a corporate culture of consistent strategic development.
- The essence of globalization and global strategy.

Unit 2: The Planning Process:

- How to build and manage a strategic planning team.
- The framework of a strategy: avoiding 'paralysis by analysis.'
- Using effective tools such as the "new" SWOT, Porter's 5 Forces, and GE.
- Strategy Matrix: understanding options and analyzing business attractiveness.
- External analysis: using the PESTLE tool to gain insight and Market analysis.
- Determining the right strategies for the organization.
- Goals and Objectives: the specifics are critical:
    - Short-term.
    - Medium-term.
    - Long-term.
- Contingency planning is necessary because something always goes wrong.
- Documenting the plan.

Unit 3: Strategic Communication - Harmonizing Organizational Efforts:

- How do we communicate the plan?
- Using multiple channels to get the message across.
- Leveraging people's learning styles to communicate more effectively.
- Communicating strategy through the organization.
- Using Your Emotional Intelligence.
- Dealing with resistance effectively.
- Setting up a Rewards system.
- Celebrating success - but not stopping the momentum.

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Unit 4: Strategic Implementation:

- Effective implementation - converting planning into action.
- Planning the implementation: Using a project management tool.
- Setting expectations: benchmarks, hurdles, milestones.
- Creating a Team and Tasks.
- Setting accountability in place.
- Using the Deming model: Plan-Do-Study-Act PDCA to increase success.
- Developing action plans that work.
- Documenting and Doing.

Unit 5: Strategic Planning and Performance Measurement:

- How to develop accurate and relevant measurement systems.
- Separating the KPIs from everything else.
- Blending the financial and non-financial measurements - the balanced scorecard concept.
- Organizational performance review as a baseline.
- Using the Balanced Scorecard as a Tool for Success.
- Linking the BSC to the strategic flexible budget.
- Using variance analysis to manage the plan.