



Strategic Planning, Communication, Measurement, & Implementation Conference

6 – 10 September 2027
Amsterdam (Netherlands)





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Introduction:

Whether you are starting a business, growing one, or preparing for retirement, the likelihood of achieving your goal increases when you approach it with a solid plan rather than taking haphazard actions. This strategic planning, communication, and implementation training workshop is even more pertinent in challenging economic times when cross-functional coordination is critical for achieving organizational goals.

In the current economic climate, organizational planning is a cornerstone for survival and thriving within the business sphere. While most executives intellectually agree with the value of planning, this alone is insufficient. Taking concrete planning actions and executing them is what leads to success.

Understanding Strategic Planning, Communication, Measurement, and Implementation:

Understanding strategic planning, communication, measurement, and implementation, conference participants delve into strategic planning, effective communication strategies, robust measurement techniques, and seamless implementation methods to gain insights from industry experts, network with professionals, and discover actionable strategies to drive success in your organization.

In this strategic planning, communication, and implementation conference, the participants can enhance their skills and elevate their business performance.

Targeted Groups:

- Managers, Supervisors, and Team Leaders.
- Strategic Planning Departments.
- Human Resources Staff.
- Employees are seeking to acquire vital skills for career advancement.

Conference Objectives:

By the end of this strategic planning, communication, and implementation conference, 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, and implementation conference, target competencies will be able to:

- 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.

Conference 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.

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.