MERCURY

Evaluation and Analysis of Challenges and Strategic Planning

10 – 14 January 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Evaluation and Analysis of Challenges and Strategic Planning

Ref: 15454_308521 **Date:** 10 – 14 January 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

This one-week Strategic Planning, Evaluation, and Analysis Challenges training course will equip participants with the skills and knowledge to evaluate and analyze organizational challenges and develop effective strategies to address them. It will cover methodologies, tools, and best practices for evaluating, analyzing data, and formulating strategic plans. They will engage in practical exercises, case studies, and group discussions to enhance their understanding of the concepts taught.

Evaluation and analysis are more than mere buzzwords. They form the bedrock of insightful strategic planning. This Strategic Planning, Evaluation, and Analysis Challenges course underscores the depth and breadth of analysis and evaluation meaning, delving into how these practices can pinpoint strategic planning issues and challenges.

With the strategic planning analysis tools and engaging with risk analysis and evaluation, participants will learn how to multifaceted the landscape of strategic planning challenges. With a strong grasp of analysis and evaluation, they can expect to anticipate and triumph over potential roadblocks in their strategic initiatives.

Targeted Groups:

- Senior Managers and Executives.
- Strategic Planning Professionals.
- Project Managers.
- Business Analysts.
- Nonprofit and NGO Leaders.
- Government Officials and Policymakers.
- Consultants and Advisors.

Course Objectives

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

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

- Understand the importance of evaluation and analysis in the strategic planning process.
- Develop skills to identify, assess, and prioritize challenges facing organizations.
- Learn various methods for conducting needs assessments.
- Gain proficiency in SWOT analysis and its application.
- Comprehend the fundamentals of strategic planning, including mission and vision development.
- Acquire the ability to set clear objectives and goals for strategic plans.
- Develop strategies and tactics to address organizational challenges.
- Explore techniques for resource allocation and effective implementation.
- Master monitoring and evaluation practices in strategic planning.
- Enhance the capacity for continuous improvement through post-implementation evaluation.

Targeted Competencies:

By the end of this Strategic Planning, Evaluation, and Analysis Challenges training, the participant's competencies will be able to:

- Evaluation and Continuous Improvement.
- Implementation and Monitoring.
- Strategic Planning Fundamentals.
- Conducting Needs Assessments.
- Understanding Evaluation and Analysis.

Course Content:

Unit 1: Understanding Evaluation and Analysis:

- Introduction to the course and its objectives.
- The importance of evaluation and analysis in strategic planning.
- Types of challenges organizations face.
- Key principles of effective evaluation and analysis.
- Methods and techniques for data collection and analysis.
- Strengths, Weaknesses, Opportunities, and Threats SWOT Analysis.
- Analyzing a real-world organizational challenge.

Unit 2: Conducting Needs Assessments:

- Understanding the concept of a needs assessment.
- Steps in conducting a needs assessment.
- Identifying stakeholders and their roles.
- Practical exercise: Conducting a needs assessment.
- Data collection methods for needs assessments.
- Analyzing and interpreting needs assessment data.
- Interpreting a needs assessment report.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 3: Strategic Planning Fundamentals:

- Introduction to strategic planning.
- The strategic planning process.
- Setting clear objectives and goals.
- Case study: Developing a mission and vision statement.
- Identifying strategic priorities.
- Developing strategies and tactics.
- Monitoring and evaluation in strategic planning.
- Creating a strategic plan outline.

Unit 4: Implementation and Monitoring:

- Implementing a strategic plan.
- Allocating resources and responsibilities.
- Communicating the plan to stakeholders.
- Case study: Overcoming implementation challenges.
- Monitoring and tracking progress.
- Key performance indicators KPIs and benchmarks.
- Making adjustments and adaptations.
- Monitoring a fictional strategic plan.

Unit 5: Evaluation and Continuous Improvement:

- The importance of evaluation in the strategic planning cycle.
- Types of evaluation: Formative and summative.
- Conducting a post-implementation evaluation.
- Developing an evaluation plan.
- Analyzing evaluation results.
- Lessons learned and best practices.
- Continuous improvement in strategic planning.
- Refining a strategic plan based on evaluation findings.