



## **Optimization Culture through Effective Planning, Strategy, & Performance**

21 – 25 June 2027  
Barcelona (Spain)



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**Ref:** 15550\_314505 **Date:** 21 - 25 June 2027 **Location:** Barcelona (Spain) **Fees:** 6200 Euro

### Introduction:

Participants in this optimization culture, strategic planning, and performance course will gain essential competencies in culture planning, strategy, and performance, including strategy and business planning, sector impact and performance management, culture assets planning, and culture policies, processes, guidelines, compliance, risk, and audit, ensuring a comprehensive understanding of key principles and practices in organizational culture optimization.

In an era of continuous change, performance optimization is vital for organizations seeking to maintain competitive advantage. In this optimization culture, strategic planning, and performance course, participants use performance optimization tools to fine-tune strategies and processes, ultimately enhancing productivity and efficiency. They will explore various aspects of performance optimization and how it seamlessly integrates with culture and strategic planning.

The intersection of culture and strategy optimization is crucial for sustaining an optimization culture. It delves into advanced planning and optimization within the business strategy framework, showcasing how planning optimization techniques can be woven into an organization's cultural fabric.

### Targeted Groups:

The targeted groups for the optimization culture, strategic planning, and performance course include:

- Professionals involved in culture planning, strategy, and performance management within organizations.
- Individuals are responsible for strategy and business planning, seeking to enhance the cultural impact on organizational success.
- Managers and leaders focused on sector impact and performance management, aiming to optimize culture assets.
- HR specialists and personnel involved in developing and implementing culture policies, processes, and guidelines.
- Compliance officers and risk managers are interested in integrating culture compliance, risk assessment, and audit practices into organizational strategies.

## Course Objectives:

At the end of this optimization culture, strategic planning, and performance course, the participants will be able to:

- Develop a deep understanding of culture planning, strategy, and performance and its impact on organizational success.
- Enhance skills in integrating cultural considerations into strategic business planning processes.
- Explore strategies for managing sector-specific challenges and optimizing performance outcomes.
- Learn techniques for identifying, evaluating, and leveraging organizational cultural assets.
- Gain proficiency in developing and implementing culture policies, processes, and guidelines aligned with organizational goals.
- Understand the importance of culture compliance, risk assessment, and audit practices in ensuring organizational resilience and effectiveness.

## Targeted Competencies:

Participants competencies in this optimization culture, strategic planning, and performance training will:

- Culture Planning, Strategy, and Performance.
- Strategy and Business Planning.
- Sector Impact and Performance Mgt.
- Culture Assets Planning.
- Culture Policies, Processes, and Guidelines.
- Culture Compliance, Risk, and Audit.

## **Course Content:**

### **Unit 1: Culture Planning and Strategy:**

- Understand the importance of culture planning and strategy in organizational development and success.
- Explore different approaches to culture planning, including defining organizational culture, assessing current culture, and setting strategic goals for the desired culture.
- Learn to develop actionable strategies to align culture with organizational objectives and values.
- Discuss case studies and examples of successful culture planning and strategy implementation in various industries.

### **Unit 2: Integration with Business Planning:**

- Examine the intersection of culture and business planning, emphasizing how culture impacts strategic decision-making and business outcomes.
- Learn how to embed cultural considerations into business planning to strengthen organizational resilience and competitive advantage.
- Explore techniques for translating culture into tangible business metrics and key performance indicators KPIs to measure impact.

### **Unit 3: Sector Impact and Performance Management:**

- Analyze sector-specific challenges, such as regulatory environments, market trends, and industry dynamics influencing organizational culture and performance.
- Develop strategies for effectively managing sector impact on culture, including adapting to changes and leveraging opportunities.
- Explore best practices for performance management in different sectors, focusing on aligning culture with sector-specific goals and benchmarks.

### **Unit 4: Culture Assets Planning and Optimization:**

- Identify and assess organizational cultural assets, including core values, employee skills, and traditions.
- Learn methods for optimizing culture assets to drive innovation, enhance employee engagement, and foster a positive work environment.
- Explore leveraging cultural assets to create a competitive advantage and sustain long-term organizational success.

## **Unit 5: Culture Policies, Processes, and Compliance:**

- Develop culture policies, processes, and guidelines that reflect organizational values and promote desired culture behaviors.
- Understand the importance of culture compliance in mitigating risks and ensuring organizational ethical conduct.
- Explore risk assessment methodologies tailored to culture-related issues and learn how to conduct culture audits to assess compliance and effectiveness.
- Discuss case studies of culture-related compliance challenges and strategies for addressing them proactively.