MERCURY

Strategic Planning, Development & Implementation Course

27 June – 1 July 2027
Sharm El-Sheikh (Egypt)



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Ref: 1007_324403 **Date:** 27 June – 1 July 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction

Effective strategic leadership is primary to the future success of any organization. This starts with defining a clear strategic vision - setting out the leadership teams strategic intent for the organization and its various businesses. Creating and implementing your strategic plan requires translating this vision into an agenda for action - not merely a strategic plan but a strategic roadmap setting out where the business needs to go. This empowers managers at all levels, enabling them to make the many decisions they need to make with a clear understanding of where the business is heading. Organizational development strategic planning is critical in this process.

In this strategic planning training course, strategic leaders and first-line professionals will learn how to develop, implement, and structure the changes necessary to make a new strategy, vision, or mission work efficiently in todays dynamic environment. The course will focus on developing and implementing core strategies to make the organization reach its vision or targets. Strategic implementation tools will be explored to drill deeper into the organization, developing techniques that get the workforce on board with changes encouraging them to participate in working out problems and implementing new strategies.

Effective Strategic Implementation

The process of strategic implementation is a significant emphasis in this course. It involves the translation of strategic plans into actionable objectives and actions. Participants will delve into monitoring progress, adapting to new challenges, and ensuring that every team member understands their role in achieving the organizations strategic goals.

Throughout this course component, participants will explore ways to engage teams, develop solutions for potential issues, and leverage key performance indicators to assess and guide the effectiveness of their strategic implementation plan.

Targeted Groups

- Head of departments
- Strategic Planning department
- Managers at all managerial levels
- Supervisors and Team Leaders
- Employees who want to gain new crucial skills to improve their career path through strategic developments

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Course Objectives

At the end of this course, participants will be able to:

- Develop leaders three key strategic agendas: Intellectual, Managerial, and Behavioural.
- Enhance and improve their and their organizations strategic thinking and ability to envision powerful strategic futures.
- Generate and support practical strategic thinking at all organizational levels through the strategic training and development process.
- Identify the most efficient balance of Operational Excellence and Breakthrough Strategic Performance.
- Identify crucial strategic issues and opportunities and prioritize them based on their capacity to enable actual value creation.
- Lead and motivate teams and businesses in diverse, turbulent, and complex environments through strategic planning facilitation training.
- Encourage their people to think differently, work out new initiatives, and innovate.
- Motivate people towards the strategic light on the hill and change their environment to support new strategic initiatives.
- Find new approaches to old problems in their organizations strategies.
- Implement a plan using all the resources at their disposal.
- Interpret the internal and external forces shaping the future.
- Develop a practical strategic roadmap through a clear vision and statement of strategic intent.
- Identify the competencies and capabilities of strategically agile and effective organizations.
- Command respect and develop a culture or climate that supports your initiatives through training strategic planning.

Targeted Competencies

- Analytical strategic thinking
- Strategic visioning
- Communicating strategic
- Effective implementation planning
- Displaying strategic leadership
- Strategic leadership
- Motivating and influencing people
- Making the changes necessary to advance your plan
- Develop new behaviors in your people through how employee development practices are strategic.

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Course Content

Unit 1: Understanding The Strategic Environment

- Understanding the strategic leadership agenda - intellect, management, and behaviors
- Recognizing and interpreting forces in the strategic environment
- Understanding strategic inflection points and strategic scenarios
- Analyzing and prioritizing strategic issues
- Formulating strategic vision and expressing strategic intent
- Developing a strategic roadmap through strategic planning training

Unit 2: Understanding Strategic Models And Paradigms

- The strategic journey - standard models and frameworks for strategic thinking from Ansoff to Hamel via Porter and Mintzberg
- Recognizing strategic horizons and using the 7S framework
- Recognizing and developing the characteristics of strategic agility
- Understanding and leveraging strategic competencies and skills

Unit 3: Effective Strategic Implementation

- Strategic implementation tools and frameworks
- Structures and systems for strategic agility and performance
- Monitoring and adjustment
- Measurement, analysis, and knowledge management in strategic implementation plan

Unit 4: Strategic Leadership

- Preparing for the future
- Effective styles and practices for strategic leadership
- Recognizing, analyzing, and developing the strategic leadership styles used by you and others
- Developing inspiration and motivation
- Communicating the roadmap and gathering support through learning and development a strategic plan

Unit 5: Driving Strategic Performance & Success

- Transforming the organization to enable strategic success.
- Balancing the focus on performance and strategy.
- Spreading leadership capabilities throughout the organization.
- Maximizing organizational learning and knowledge transfer to embed strategic success in the strategic planning course.