



Strategic Planning, Development, and Implementation

03 - 07 Mar 2025
Casablanca (Morocco)



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Introduction:

Effective strategic planning is fundamental to the future success of any organization. It begins with defining a clear vision and establishing the leadership team's strategic intent for the organization and its various businesses. This vision must then translate into an actionable agenda, not merely a strategic plan but a set of guidelines or a roadmap delineating the business direction and empowering managers at all levels to make informed decisions that align with the company's goals.

In this strategic planning, development, and implementation course, strategic leaders and front-line professionals will learn how to implement effectively and structure changes necessary to operationalize new strategies, visions, or missions in today's dynamic environment.

The focus will be crafting core strategies and plans to propel the organization toward its desired outcomes. It then delves deeper into the organization to develop techniques that bring the workforce on board with the changes, involving them in problem-solving and implementing new strategies.

Strategic Planning Implementation:

Strategic planning and implementation are critical to an organization's success. This strategic planning, development, and implementation course segment addresses what these entail, spanning topics from developing a strategic plan to executing it effectively.

Participants in this strategic planning, development, and implementation training will explore various methodologies and approaches to bridge the gap between strategy formulation and its on-the-ground implementation, ensuring alignment with overarching goals.

Targeted Groups:

- Heads of departments.
- Strategic Planning departments.
- Managers across all managerial levels.
- Supervisors and Team leaders.
- HR Staff.
- Employees are seeking to acquire crucial skills to enhance their career paths.

Course Objectives:

By the end of this strategic planning, development, and implementation course, participants will be able to:

- Establish an organizational vision defining direction and purpose.
- Implement the organizational strategy at a departmental level.
- Assess the broader environmental impacts on strategy.
- Identify key aspects of their organizational culture to determine if they support the organization's direction.
- Recognize opportunities for innovation within the organization.
- Craft a compelling message for their teams.
- Comprehend the organizational culture and its effects on performance.
- Enhance interpersonal relationships.
- Pinpoint behaviors that build trust and influence.
- Formulate a comprehensive change management plan to meet global needs.

Targeted Competencies:

At the end of this strategic planning, development, and implementation training, target competencies will be able to:

- Analytical strategic thinking.
- Strategic visioning.
- Communicate strategies effectively.
- Plan for effective implementation.
- Display strategic leadership.
- Motivate and influence personnel.
- Adapt to the changes required to advance strategic plans.
- Encourage new behavior patterns.
- Align strategic direction with organizational goals.
- Establish personal credibility and trusted influence.
- Advanced communication skills.
- Lead organizational change effectively.

Course Content:

Unit 1: Leading on the Creative Edge:

- Develop creative potential in people and teams.
- Understand creative individuals.
- Convergent and divergent thinking skills.
- Motivate creative individuals at work.
- Incubate ideas.
- Interactive creativity.
- Transform expenses into assets using creativity.

Unit 2: What is Strategy? Why is it important?

- Principles of strategic management and business planning.
- Strategic alignment of organizational structure, business processes, and culture.
- Utilize analytical, creative, and innovative thinking in strategic management.
- Build, manage, and develop a strategic planning team.
- Encourage employees to adopt a strategic mindset.
- Shape the vision for the future organization.

Unit 3: Understanding the Strategic Environment:

- Grasp the strategic leadership agenda—intellect, management, and behaviors.
- Interpret forces in the strategic environment.
- Recognize strategic inflection points and construct strategic scenarios.
- Prioritize strategic issues.
- Articulate a strategic vision and intent.
- Develop a strategic roadmap.

Unit 4: Understanding Strategic Models and Paradigms

- Explore common models and frameworks for strategic thinking Ansoff, Hamel, Porter, Mintzberg.
- Strategic Horizons and the 7S framework.
- Determine characteristics for strategic agility.
- Utilize and enhance strategic competencies and skills.

Unit 5: Effective Strategic Implementation:

- Tools and frameworks for strategic implementation.
- Build structures and systems for agility and strategic performance.
- Ongoing monitoring and adjustments.
- Emphasize measurement, analysis, and knowledge management.

Unit 6: Driving Strategic Performance & Success:

- Transform the organization to bolster strategic success.
- Balance performance focus with strategic endeavors.
- Extend leadership capabilities throughout the organization.
- Foster organizational learning and knowledge transfer to secure strategic success.

Unit 7: Budgeting, Planning, and Business Strategy:

- Strategy models.
- Align business strategy with financial strategy.
- Methods of planning and budgeting.
- Connect budgets to business and financial strategy.
- Build Management.
- Delegate budgets effectively.
- Embrace the Beyond Budgeting Approach.

Unit 8: Communication - The Challenge of Getting Everyone On The Same Page:

- Communicate the strategic plan effectively.
- Employ multiple channels for message dissemination.
- Tailor communication to people's learning styles.
- Ingrain strategy throughout the organization.
- Apply Emotional Intelligence in Communication.
- Address resistance.
- Implement a rewards system.
- Celebrate achievements without losing momentum.

Unit 9: Avoiding The Pitfalls of Strategic Planning:

- Understand the strategy life-cycle and avoid strategic drift.
- Integrate innovative thinking within the organization.
- Evade the pitfalls of past success.
- Bypass paralysis by analysis.
- Overcome barriers to fresh ideas, truth denial, and boxed-in thinking.
- Emphasize the critical role of team building and collaboration.

Unit 10: Strategic Implementation and Getting the Value Out of Strategy:

- Execute effectively, turning strategic analysis and planning into action.
- Link strategy with day-to-day objectives.
- Concentrate on practical aspects of implementation.
- Strategically planning for career advancement.
- Create the future organization from today's framework.



**Registration form on the :
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