



Strategic Planning, Development, and Implementation

27 - 31 May 2024
Vienna (Austria)



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Ref.: 15125_303054 **Date:** 27 - 31 May 2024 **Location:** Vienna (Austria) **Fees:** 4900 **Euro**

Introduction:

Effective strategic planning is primary to the future success of any organization. This starts with defining a clear strategic vision - setting out the leadership team's strategic intent for the organization and its various businesses. This then needs to be translated into an agenda for action - not merely a 'strategic plan' but a set of guidelines or a road map setting out where the business needs to go and empowering managers at all levels to make the multitude of decisions that they need to make in the clear understanding of where the business is heading.

In this course, both strategic leaders and first-line professionals will participate in how to develop, implement and structure the changes necessary to make a new strategy, vision or mission work efficiently in today's dynamic environment. It will focus on the development of the core strategies and plan to make the organization reach its vision or targets, and then will drills deeper into the organization to develop techniques that get the workforce "on-board" with the changes and have them participate in working out the problems and implementing the new strategies.

Targeted Groups:

- Head of departments
- Strategic Planning department
- Managers among all managerial levels
- Supervisors and Team leaders
- HR Staff
- Employees who want to gain new crucial skills to improve their career path

Course Objectives:

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

- Build an organizational vision direction and purpose
- Implement the organizational strategy at a departmental level
- Evaluate the impact of the wider environment of strategy
- Determine the key features of their organizational culture to determine if it is supportive of the organization direction
- Identify opportunities to innovate in the organization
- Build a compelling message for those they lead
- Understand organizational culture and how it impacts performance
- Improve the interpersonal relationships
- Identify the behaviors which build trust and influence
- Establish a "grounded" change management plan to meet the needs of the global environment

Targeted Competencies:

- Analytical strategic thinking
- Strategic visioning
- Communicating strategic
- Effective implementation planning
- Displaying strategic leadership
- Strategic leadership
- Motivating and influencing people.
- Make the changes necessary to advance your plan
- Develop new behaviors in your people
- Strategic direction and organizational alignment
- Personal credibility and trusted influence
- Communication skills
- Leading organizational change

Course Content:

Unit 1: Leading on The Creative Edge:

- Developing Creative Potential in People and Teams
- Understanding Creative People
- Convergent & Divergent Thinking Skills
- Motivating Creative Individuals at work
- Incubating ideas
- Interacting creatively
- Converting expenses to assets using creativity

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

- Principles of strategic management and business planning
- Strategic fit of organizational structure, business processes, and culture
- Combining analytical, creative, and innovative thinking in strategic management
- How to build, manage and develop a strategic planning team
- Getting employees to think strategically
- Developing a Vision of tomorrow's organization

Unit 3: 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

Unit 4: Understanding Strategic Models and Paradigms:

- The strategic journey - common 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 5: Effective Strategic Implementation:

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

Unit 6: 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

Unit 7: Budgeting, Planning, and Business Strategy:

- Strategy models
- Business Strategy related to financial strategy
- Planning and budgeting models
- Linking budgets to business and financial strategy
- Build Managing
- Delegating budgets effectively
- Beyond Budgeting

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

- 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 9: Avoiding The Pitfalls of Strategic Planning:

- The strategy life-cycle and the problem of strategic drift
- Getting innovative thinking into the organization
- The potentially negative dimensions of success
- How to avoid “paralysis by analysis”
- Overcoming inability to evaluate fresh ideas, denying the truth, and thinking inside the box
- The critical importance of team building and teamwork

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

- Effective execution - converting strategic analysis and planning into action
- Linking strategy with operational objectives
- Implementation - getting practical things done
- Strategic planning of your career
- Creating tomorrow’s organization out of today’s organization



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