



## The Process of Professional Strategic Planning

19 - 23 Aug 2024  
Casablanca (Morocco)



# The Process of Professional Strategic Planning

**Ref.:** 15450\_308359 **Date:** 19 - 23 Aug 2024 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

## Introduction:

This comprehensive five-day program is designed to equip individuals from diverse professional backgrounds with the knowledge, skills, and tools necessary to excel in the dynamic world of strategic planning. Whether you're a seasoned executive, a manager seeking to enhance your planning skills, or an aspiring leader looking to make a mark in your organization, this course will empower you to navigate the complexities of strategic planning effectively. Join us on this educational journey to become a strategic planning expert and contribute significantly to your organization's success.

## Targeted Groups:

- Professionals in business management.
- Executives and leaders in organizations.
- Managers and supervisors in various fields.
- Government officials and policymakers.
- Healthcare administrators and practitioners.
- Educators and academic administrators.
- Nonprofit organization leaders.
- Project managers.
- Entrepreneurs and startup founders.

## Course Objectives:

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

- Understand the fundamentals of strategic planning.
- Analyze external and internal factors influencing strategic planning.
- Develop a SWOT analysis.
- Create clear, aligned organizational goals and objectives.
- Apply SMART criteria to goal-setting.
- Construct a strategic framework.
- Identify and select strategic options.
- Develop detailed implementation plans.
- Assess and mitigate strategic risks.
- Establish key performance indicators KPIs.
- Monitor and adapt the strategic plan.
- Promote a culture of strategic thinking.
- Apply course knowledge in professional contexts.
- Lead or contribute to strategic planning initiatives.

## Targeted Competencies:

- Monitoring, Evaluation, and Adaptation.
- Strategy Formulation and Implementation.
- Setting Organizational Goals and Objectives.

- Environmental Analysis and SWOT Analysis.
- Understanding Strategic Planning Fundamentals.

## **Course Content:**

### **Unit 1: Understanding Strategic Planning Fundamentals:**

- Introduction to strategic planning
- Importance of strategic planning in professional contexts
- Key concepts and terminology
- The role of leadership in strategic planning
- Case studies and real-world examples

### **Unit 2: Environmental Analysis and SWOT Analysis:**

- Conducting an external environmental analysis
- Identifying internal strengths and weaknesses
- Creating a SWOT Strengths, Weaknesses, Opportunities, Threats analysis
- Hands-on practice with SWOT analysis
- Group discussions and peer feedback

### **Unit 3: Setting Organizational Goals and Objectives:**

- The process of goal setting
- SMART criteria for setting objectives
- Aligning goals with the organization's mission and vision
- Workshop: Developing clear and actionable goals
- Measuring success through Key Performance Indicators KPIs

### **Unit 4: Strategy Formulation and Implementation:**

- Selecting appropriate strategic options
- Building a Strategic Framework
- Assigning responsibilities and creating an implementation plan
- Risk assessment and mitigation strategies
- Case studies of successful strategy implementation

### **Unit 5: Monitoring, Evaluation, and Adaptation:**

- The importance of continuous monitoring and evaluation
- Key performance indicators KPIs and metrics
- Adjusting the strategic plan as needed
- Dealing with unforeseen challenges and changes
- Creating a culture of strategic thinking within the organization



**Registration form on the :  
The Process of Professional Strategic Planning**

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