



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

13 - 17 Jan 2025  
Madrid (Spain)



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**Ref.:** 15550\_314513 **Date:** 13 - 17 Jan 2025 **Location:** Madrid (Spain) **Fees:** 5500 **Euro**

## Introduction:

Participants in this optimization culture through effective planning, strategy, 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, as well as culture policies, processes, guidelines, compliance, risk, and audit, ensuring a comprehensive understanding of key principles and practices in organizational culture optimization.

## Targeted Groups:

The targeted groups for the Optimization Culture through Effective Planning, Strategy, & Performance course include:

- Professionals involved in culture planning, strategy, and performance management within organizations.
- Individuals responsible for strategy and business planning seeking to enhance 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 interested in integrating culture compliance, risk assessment, and audit practices into organizational strategies.

## Course Objectives:

At the end of this 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 culture considerations into strategic business planning processes.
- Explore strategies for managing sector-specific challenges and optimizing performance outcomes.
- Learn techniques for identifying, evaluating, and leveraging culture assets within an organization.
- 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:

- 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 how 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 the business planning process 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 that influence organizational culture and performance, such as regulatory environments, market trends, and industry dynamics.
- 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 cultural assets within an organization, including core values, employee skills, and organizational traditions.
- Learn methods for optimizing culture assets to drive innovation, enhance employee engagement, and foster a positive work environment.
- Explore how to leverage 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 ethical conduct within the organization.
- 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.



**Registration form on the :  
Optimization Culture through Effective Planning, Strategy, & Performance**

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