



Advanced Strategic Planning and Alignment

23 - 27 Feb 2025
Istanbul (Turkey)



Advanced Strategic Planning and Alignment

Ref.: 15633_317994 **Date:** 23 - 27 Feb 2025 **Location:** Istanbul (Turkey) **Fees:** 5000 **Euro**

Introduction:

This course goes beyond traditional approaches by delving into advanced techniques and best practices that drive organizational success through strategic alignment. Participants will explore strategic planning models, learn how to foster alignment across departments and gain proficiency in adapting strategies to meet evolving market demands.

Participants will engage in practical exercises, case studies, and interactive discussions throughout this program to enhance their strategic thinking, decision-making, and leadership capabilities. By the end of the course, you will understand the intricacies of strategic alignment and be ready to implement strategic plans that drive tangible results and foster long-term organizational resilience.

Targeted Groups:

- Senior Executives.
- Strategic Planning Managers.
- Project Managers.
- Business Analysts.

Course Objectives:

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

- Develop comprehensive strategic plans aligned with organizational goals.
- Implement effective alignment strategies across departments and teams.
- Utilize advanced tools and techniques for strategic alignment.
- Evaluate and adapt strategic plans in response to changing environments.

Targeted Competencies:

- Strategic Thinking.
- Decision Making.
- Communication and Collaboration.
- Problem-Solving.
- Change Management.

Course Content:

Unit 1: Strategic Planning Foundations:

- Understand Strategic Planning Models.
- Analyze Organizational Vision and Mission Statements.
- Conduct SWOT and PEST Analysis for Strategic Insights.
- Set SMART Goals and Objectives.

Unit 2: Aligning Strategy with Organizational Goals:

- Define Key Performance Indicators KPIs for Alignment.
- Create a Balanced Scorecard Approach.
- Integrate Strategy Maps for Visual Alignment.
- Case Studies on Successful Alignment Practices.

Unit 3: Stakeholder Engagement and Communication:

- Identify Stakeholder Needs and Expectations.
- Strategies for Effective Stakeholder Communication.
- Build Consensus and Managing Resistance.
- Use Feedback Loops for Continuous Improvement.

Unit 4: Implementing and Monitoring Strategic Plans:

- Develop Action Plans and Timelines.
- Allocate Resources and Budgets Effectively.
- Monitor Progress and Performance Indicators.
- Adjust Strategies in Response to Performance Metrics.

Unit 5: Leading Change and Sustainability:

- Lead Strategic Change Initiatives.
- Ensure Sustainability of Strategic Plans.
- Build a Culture of Strategic Alignment.
- Innovate and Adapting Strategies for Future Success.



**Registration form on the :
Advanced Strategic Planning and Alignment**

code: 15633 **From:** 23 - 27 Feb 2025 **Venue:** Istanbul (Turkey) **Fees:** 5000 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Company Information

Company Name:

Address:

City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Payment Method

Please invoice me

Please invoice my company