

# STRATEGIC THINKING, PLANNING & GOAL SETTING



**LM105**  
**Leadership &**  
**Management**

## **COURSE TITLE**

# **STRATEGIC THINKING, PLANNING & GOAL SETTING**

## **COURSE DATE/VENUE**

12<sup>th</sup> - 16<sup>th</sup> Jan 26'

London, UK

## **COURSE REFERENCE**

LM105

## **COURSE DURATION**

05 Days

## **DISCIPLINE**

Leadership & Management

## **COURSE INTRODUCTION**

Effective strategies are the product of motivated teams and managers who continually address issues and challenges together. Strategic Planning is designed to implement strategic plans at all levels within the organization, especially at the levels where representatives interact with the customers. Effective business units can streamline operations, improve quality, increase profitability and have fun working together in spite of intense world-wide competition and corporate downsizing. This Strategic Planning training provides specific and practical help on implementing and effectively using strategic planning skills. The workshop will refine internal processes and provide insight into changing business unit dynamics. The compendium of activities within this workshop will add real value to training exercises by taking critical thinking skills out of the box and into the workplace. Learners will sharpen their critical thinking skills and develop thought processes that are creative, accurate and assumption-free.

Your perception of the strategic planning process and application will lead you to understand how marketing strategies can develop profitable business by setting achievable objectives, delivering them by developing cost effective local and international

marketing plans. You will achieve this by adapting your approach to the relevant marketing strategy and gaining skills in multicultural market analysis, strategic development and planning, and cost effective implementation for the purpose of your goal setting.

## **COURSE OBJECTIVE**

### **Participants will learn to:**

- Gain knowledge of strategic planning processes
- Organize individual parts to make a complete team
- Translate mission statements into reality: Once it's written, what else needs to happen?
- How to recognize organizational barriers to planning
- Identify threats to and opportunities for your organization
- Understand your role in your firm's planning process
- Effectively sell your strategic plan to senior management
- Gain a confident approach to marketing strategies in a diverse cultural context.
- Develop the right attitude and skill to manage multiple customer and partner perspectives.
- How to cost effectively implement the plans through cross border management of the marketing mix including product and service portfolio development, multinational pricing, communication.

### **Upon completion of this course, participant will gain an understanding of the following management skills**

- Goal setting
  - Understanding the goal setting concept
  - Understand the goal setting process
  - Setting goals that meet future needs
  - Setting SMART objectives
- Forming Strategy ( Realistic and meets organization's wants and ability)
  - Clarity of Vision, Mission, and Goals

- Evaluating and Forming organization's vision, and goals
- Reaching organization's objectives
- Implementing the Strategy
  - The role of clear strategy for successful implementations
  - The role of Consistency for successful implementations
  - The role of Persistence for successful implementations
  - Managing the Strategy and reaching goals
- Strategic tools and applications
  - Balance Score Cards
  - Benchmarking
  - Performance Measurements

## **COURSE AUDIENCE**

**The course is designed to cater for the training needs of the following:**

- Strategists, Directors and Corporate Planning Officials
- Auditors and Strategic Control Committee Members
- Line Managers, Financial Professionals, Professionals, R&D Representatives, Sales/Marketing Professionals, Policy Makers, Business Unit Professionals

## **COURSE CONTENT**

### **DAY 1**

- Introduction
- Setting expectations

#### Goal setting

- Understanding the goal setting concept
- Understand the goal setting process
- Setting goals that meet future needs
- Setting SMART objectives

### **DAY 2**

- Why Strategic Planning

Forming Strategy (Realistic and meets organization's wants and ability)

- The strategic management process
- Mission statement, objectives and goals development
- Clarity of Vision, Mission, and Goals
- Values and benefits of planning
- Evaluating and Forming organization's vision, and goals
- Reaching organization's objectives
- SWOT analysis
- Industry Structure Analysis

### **DAY 3**

Implementing the Strategy

- The role of clear strategy for successful implementations
- The role of Consistency for successful implementations
- The role of Persistence for successful implementations
- Managing the Strategy and reaching goals

### **DAY 4**

Strategic tools and applications

- Balance Score Cards
- Why does business need the balanced scorecards?
- Measuring Financial perspectives
- Measuring Customer Perspectives
- Measuring Internal Business processes prospective
- Measuring learning and growth prospective

### **DAY 5**

Benchmarking

- Performance Measurements
- Bench marking concept

- Why benchmarking is important, and why you should share accurate information
- The benchmarking cycle
- Planning for a benchmarking study
- Executing a benchmarking project

### **COURSE CERTIFICATE**

**TRAINIT ACADEMY** will award an internationally recognized certificate(s) for each delegate on completion of training.

### **COURSE FEES**

£5,500 per Delegate. This rate includes participant's manual, Hand-Outs, lunch, coffee/tea on arrival, morning & afternoon of each day.

### **COURSE METHODOLOGY**

The training course will be highly participatory and the course leader will present, guide and facilitate learning, using a range of methods including formal presentation, discussions, sector-specific case studies and exercises. Above all, the course leader will make extensive use of real-life case examples in which he has been personally involved. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Case studies & Practical Exercises
- 10% Role Play
- 10% Videos, Software or Simulators (as applicable) & General Discussions