

# € TRAINING

Modern Methods in Strategic Planning and  
Building Performance Indicators



3 - 7 June 2024  
Casablanca (Morocco)  
New Hotel

# Modern Methods in Strategic Planning and Building Performance Indicators

REF: ST1413 DATE: 3 - 7 June 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

During the planning process, the temptation is always to spend most of the time working on the business, discussing the big picture strategic plans and breakthrough developments that are critical to the future of the company. Only looking at long-term plans ignores a critical part of the planning process: Defining the annual goals and key performance indicators, KPIs, which will be relevant in the day-to-day running of the business to turn those high-level goals into reality. This may seem too detailed of an exercise to make it a big part of your annual strategy meeting, but it requires just as much focus and attention as your big-picture plans if they are ever going to be realized.

What is the secret of the continued success of some institutions in meeting the expectations of stakeholders compared to others? Why does the performance record of some institutions fluctuate up and down? The strategic perspective of these institutions is the key factor in their success.

This training course is structured into many effective frameworks, tools, and methods in strategic planning and implementation. Participants will be able to identify the real reasons for successful long-term strategic performance and will be able to adopt successful approaches in their institutions.

On the other hand, this course will cover the seven steps of the strategy management process, from strategic "thinking" elements to "planning" and "implementation". Participants at the end of the course will be able to implement or improve the strategic process in their institutions to reach the vision of the institution and achieve its mission.

## Targeted Audience:

The course is designed for managers at all levels, corporate officers, and coordinators who are involved in the development and implementation of the organization's plans through which to achieve their strategic goals and objectives.

## Course Objectives:

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

- Effective implementation of strategic management through the use of strategic thinking and effective planning tools and methods
- Employing models and frameworks for strategic analysis of the external environment of the institution
- Building competencies and institutional capacities to reach a competitive level
- Employing the necessary capacities to implement the measurable strategic plan in pursuit of the vision of the institution
- The practical implementation of the strategic plan through internal procedures focused on continuous improvement
- Choose an institutional culture that promotes successful implementation of the strategy
- Introducing participants to the concept, importance and planning stages from a modern Western point of view
- Introducing participants to scientific methods of the stages of innovation in the preparation of work plans

- and follow-up systems
- Develop the skills of drafting and preparing the objectives of the plan from the study of the current situation of the company
- Apply strategic thinking, environmental analysis and determine the organization's ambition
- Evaluate and select strategies that provide a sustainable competitive advantage for the organization
- Define strategic objectives, key performance indicators, and smart digital targets for the organization.

## Course Outlines:

### Unit 1: The Administrative Process for The Formulation and Implementation of The Strategy:

- Three pivotal questions about strategy.
- Key factors of a successful strategy.
- Strategic perspective and the pursuit of competitive value.
- The importance of strategy.
- Strategy formulation and implementation.
- Types of strategic objectives.
- Corporate and business strategies.
- Strategies at the functional and operational level.
- The extent to which the strategy is formulated and implemented.

### Unit 2: Evaluation of The External Environment of the Institution:

- The partial and total elements of the institution's environments.
- Key questions related to the industry and the environment of the organization.
- The prevailing economic characteristics of the industry.
- Porter's five competitive forces.
- Typical competition weapons.
- Key factors for competitive success.
- Fundamentals of the PEDESTL Framework.
- Identify external opportunities for the institution.
- Identify external risks affecting the institution.

### Unit 3: Evaluating The Sources of The Institution and its Competitive Level:

- situational analysis: key questions.
- The role of SWOT analysis in improving strategy formulation.
- Identify the internal strengths of the organization.
- Comparison of competencies, basic competencies, and outstanding competencies.
- Identify internal weaknesses in the organization.
- Porter's general strategy.
- Innovative value chain.
- Strengthen the organization's ability to implement a successful strategy.
- Drafting and implementing the strategy.
- Management challenges in implementing the strategy.
- Strategy implementers.
- Form a strong management team.
- Building core competencies and competitiveness.
- Identification of strategic objectives.
- balanced Scorecard.
- Key success factors.
- Key performance indicators.

- Adapting the institutional structure to the strategy.
- Internal Operations Management.

#### Unit 4: From The Strategic Plan to the Action Plan:

- Provide resources for the successful implementation of the strategy.
- Develop and follow policies and procedures that facilitate the implementation of the Strategy.
- Adoption of best practices and continuous development.
- Building information and operational systems to support corporate strategy.
- Link incentive and reward systems to implement the strategy.
- Guidelines for designing an effective compensation system.
- Leadership and culture of the institution.
- Establish an institutional culture that promotes the successful implementation of the Strategy.
- Dissemination of institutional culture.
- Types of cultures of the institution.
- Lead the implementation process of the strategy.

#### Unit 5: Planning and new global variables :

- Tactical planning and strategic planning.
- Effective planning.
- Strategic planning style thinking.
- The difference between strategic planning and strategic thinking - strategic management.
- Old and modern planning styles and schools.
- The difference between strategic and operational planning.

#### Unit 6: What is the importance of strategically planning managers?

- Ten Reasons for the failure of the strategic plan.
- The rise and fall of strategic planning wave.
- The future aspect of the Strategic Plan.

#### Unit 7: Strengthen the capacity of the institution to implement a successful strategic plan and measure performance indicators:

- Drafting and implementing the strategy.
- Management challenges in implementing the strategy.
- Strategy implementers.
- Form a strong management team.
- Building core competencies and competitiveness.
- Identification of strategic objectives.
- balanced Scorecard.
- Key success factors.
- Key performance indicators.
- Adapting the institutional structure to the strategy.
- The importance of setting targets for each performance indicator.
- KP Is are key to the organization's success.
- Key performance indicators specifications.
- Development of key performance indicators.
- Design of basic performance benchmarks.

- Typical features of these measurements.
- Types of Key Performance Indicators KPIs.
- Efficiency Indicators.
- The difference between good and bad performance indicators.
- Methodology .for generating performance metrics.
- Performance Measurement System.