€TRAINING

Strategic Planning and Performance Evaluation for Operational Policing

9 - 13 September 2024
Casablanca (Morocco)
New Hotel

Strategic Planning and Performance Evaluation for Operational Policing

REF: ST1354 DATE: 9 - 13 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This seminar is designed to provide leaders and professionals with a set of transformational tools and techniques to help them maximize their own and their team's creative potential in a strategic context. Its starting-point is self-discovery: participants will work on the inside first and then focus outwards to impact on the world of business.

The focus of the first week of this 2-week seminar will be on thinking in different ways. Participants should be prepared to move out of their comfort zone and experiment with new ways of creating and communicating an inspiring leadership vision.

The second week helps demystify the frequently-misunderstood concept of 'strategy'. Whilst focusing on the analytical disciplines on which a successful strategy is based, it centers on strategic planning as a value-adding process that harnesses the leader's and the team's ability to combine analysis with creative thinking and enables ideas and plans to be nurtured through to reality.

Course Objectives:

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

- Demonstrate innovative methods for harnessing others' creative potential
- Communicate your vision in refreshing and engaging ways
- Define the concepts of 'strategy' and 'strategic plans'
- Understand and explain visionary thinking as part of the strategic process and apply strategic planning to your own management issues
- Place your own part of the organization within the overall context of corporate strategy
- Gain confidence in managing your own contribution to strategic implementation

Targeted Audience:

- All managers and senior professionals who are involved in influencing, formulating, or supporting the long term planning and strategy of their department or organization, as well as those who are responsible for linking, measuring, and improving the performance of the organization, including strategy or performance management professionals, balanced scorecard managers, business unit and department managers and business analysts.

Course Outlines:

Unit 1: Strategic Thinking and Planning:

- Strategy safari
- The strategic management process
- Strategic thinking versus strategic planning
- Benefiting from strategic management
- Myths about strategy

Unit 2: Analysis of The Environment:

- Porter's 5 forces
- Creating and capturing value
- Conducting a SWOT analysis
- Internal strengths of an organization
- Internal weaknesses of an organization
- External opportunities
- External threats
- Fundamentals of the PEDESTAL framework
- Succeeding in strategic analysis

Unit 3: Vision, Mission Statements, and Values:

- Using vision and mission statements
- Definition of vision statements
- Formulating vision statements
- Definition of mission statements
- Formulating mission statements
- Embracing organizational values
- Communicating the vision, mission, and values

Unit 4: Assessing Strategic Choices:

- The 3 primary goals of competitive strategy
- Porter's generic competitive strategies
- Value chain
- Innovating in the industry value chain
- Developing a competitive advantage

Unit 5: Strategic Objectives, KPIs, and Targets:

- Ensuring strategic alignment in the organization
- Developing effective strategic objectives
- Using the Balanced Scorecard BSC
- Using Key Performance Indicators KPIs
- Characteristics of the right KPIs
- Developing different types of KPIs
- Setting SMART targets

Unit 6: Developing Operating Plans:

- Cascading from vision to action plans
- Criteria for effective action plans
- Developing strategic initiatives
- Developing departmental plans
- Managing the execution of strategy
- Control process
- KPI dashboard reporting