

# € TRAINING

Strategic Thinking & Business Planning



2 - 6 December 2024  
Casablanca (Morocco)  
New Hotel



# Strategic Thinking & Business Planning

REF: C679 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 4290 Euro

## Introduction:

Too often company executives and professionals spend most of their time fixing day-to-day problems. They react to problems, rather than focusing on what they would like the company to be and then on making it happen. This program focuses on changing the way we think from reacting responding to day-to-day problems, fixing and repairing to developing plans for what we want to have happened and then implementing the plans.

## Conference Objectives:

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

- Learn how to develop a plan to achieve the goals you want for you and your company, and develop strategic thinking in your organization/business unit/team.
- Determine where you and your company want to be.
- Develop a strategic plan for - your organization company/division/business unit/team and for yourself personally.
- Identify the principles and mechanisms that drive successful implementation.
- Develop measurable action plans that result in success. Identify, measure, and track critical success factors.

## Targeted Audience:

- Business Managers
- Team Leaders
- Process Leaders
- Functional Managers
- Project Managers
- Newly-appointed Senior Managers

## Conference Outlines:

### Unit 1: Strategic Thinking and Planning

- The Essence of Strategy - Core Concept and Definition of Terms
- The Difference between Good Strategy and Bad Strategy
- How to Think Strategically - Practical Techniques
- Leadership and Management, Comparing Strategy and Operations
- Strategic and Operational Goals - The Significance and Difference
- Using the Strategic Management System

### Unit 2: Developing Strategy - The Power of Business Analysis:

- Understanding the Importance and Value of a **Business Model**
- Vision, Values, Mission and Goals - Strategy as Perspective
- How to Evaluate Your Organisation's Competencies and Capabilities
- Resource-based Approaches to Strategy

### Unit 3: Strategy Development, Choice, and Translation:

- Levels of Strategy: Corporate, Business, and Functional
- Competitive Strategy - Strategy as Position
- Emergent Strategies - Strategy as Patterns
- Uncertainty and Scenarios - Strategy as Plans
- Strategic Choice - How to Select the Best Strategy
- Translating Strategy with Strategy Maps and Balanced Scorecards

### Unit 4: Embedding Strategy in the Organisation:

- Communicating Strategy and Managing Stakeholders
- How to Manage Strategic Risk
- Alignment of Operations with Strategy
- Strategic Performance Measurement
- Managing Implementation - Effective Execution of Strategy
- Integrating Strategic and Operational Management Processes

### Unit 5: Bringing It All Together:

- Building a Strategy / Business Planning Team
- Analyzing Business Models and Strategies in an Industry
- Understanding and Overcoming Psychological Bias
- Overview of the Whole Course
- Action Planning and Next Steps