

# € TRAINING

Strategic Planning, Decision Making, and  
Management Skills



28 October -  
1 November 2024  
Madrid (Spain)

# Strategic Planning, Decision Making, and Management Skills

REF: ST1701 DATE: 28 October - 1 November 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction

Many Strategic Plans are created each year by spending weeks or months of activity to produce a detailed book of strategies that sits on the shelf for the next 12 months collecting dust. A Strategic Plan is not a one-time event. It is an ongoing effort with a lifecycle focused on enabling the organization to focus on its purpose and achieve its vision to satisfy its customers.

Every productive leader needs a plan to direct his thoughts and efforts in any organization. The purpose of strategic planning is to encourage thinking about your organization's "big picture" -- its broad goals and priorities, and how well they are being achieved. Unfortunately, the emphasis on possessing a strategic plan has come into some disrepute in recent years since research has revealed that many of them are never implemented and that others prove to be useless in organizations faced with rapidly changing, difficult to predict, environments.

Formal planning should be useful for strategic decision-making. Formal planning seems valuable for strategic decision-making because so much money is spent on it. Some of the companies that use formal planning believe that it improves profits and growth.

## Course Objectives

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

- Learn how to document why the Organization exists and where the Organization is going.
- Understand the Lifecycle of "Living" Strategic Plan
- Learn how to adjust the Strategic Plan to reflect significant shifts in the Organizational Environment
- Learn how to differentiate between a Mission Statement and Vision Statement
- Learn techniques for developing a Mission and Vision the staff can follow
- Learn how to develop Objectives for the Strategic Plan
- Learn how to develop an Action Plan to describe how to achieve the Objectives
- Understand the techniques for keeping the Strategic Plan alive in the organization
- Apply tools to analyze the external environment of an organization or community, leading to the assessment of opportunities and threats facing the organization or community.
- Apply tools to analyze an organization's or community's own environment, in terms of resources, strengths and weaknesses, and core competences.
- Determine and evaluate the range of strategic options available to an organization or community, given the above analyses.
- Learn How to guarantee the optimum use to the resources.
- Develop Effective Communication Skills that help in building the quality of strategic plan and decision making.
- reduce a decision-making haphazard and personal.
- provide the psychological security to the workers.
- recognize of a concept "the decision-making".
- acquire knowledge of the decision-making kinds.
- learn the way of the solution of the problems.

- Find the relation between the solutions of problems, decision-making, and strategic planning.
- improve the contact skills.
- The way of the collective decision
- be a productive leader
- understand the different leadership styles and its roles in decision making.

## Targeted Audience

- Top-level managers
- Middle-level managers
- Supervisors and every employee who has the opportunity to participate in building plans and taking decisions
- Executive Level Managers
- Corporate Change Agents
- Department Heads
- Change Management Team Members
- Corporate Planners
- Meeting Facilitators

## Course Outline

### Unit 1:

- What is strategic planning?
- Evolution of Strategic Planning
- Overview of the Strategic Plan components
- Mission and Vision Statements
- Corporate Objectives
- Goals
- Tactics and Projects
- The Lifecycle of a Strategic Plan

### Unit 2:

- Developing the Action Plan
- The role of strategic planning and strategic thinking
- Organizational longevity
- Models for strategic planning
- Strategic Planning, Strategic Management, and the Strategic Prospective
- Approach: How Are They Different?

### Unit 3:

- Internal Analysis - concepts and tools
- External Analysis - concepts and tools
- Strategic Options - concepts and tools for determining strategic options
- A Toolbox for Scenario Planning
- Critical success factors for strategic planning Qualitative factors, Organizational factors, & Quantitative factors
- Identifying strategic resources

- Challenges for Strategic Planning in Developing Countries

#### Unit 4: Decision-Making process

- The notification of a decision-making process
- The human mind functions and its working way
- The descriptive decisions and quantity
- The individual and collective decisions
- The good decision and the effective decision - the conditions of the effective decision
- The decision-making instruments the brain storming - the symbolic group - Delphi way - the power field - Kwed's way - the fish bone diagram
- the way of the mutual deduction- Six hats- PEST analysis- SWOT Analysis
- The decision with many criteria a presenter

#### Unit 5:

- The Successful Leader
- - Becoming proactive
- Area of influence
- Regrets and certainties.
- Beyond control, the consequences
- Becoming proactive
- Meeting goals
- Principles of leadership
- Seeing and action
- Management or leadership
- The leadership styles and behaviours
- Delegation and Empowerment
- Types of leadership Power
- THE characteristics of influence
- The art of Listening
- Different theories of Leadership
- Charismatic and Transformational Leadership
- Leading Change in Organizations
- Leadership and critical thinking