

# € TRAINING

BRMP and Strategic Challenges of Vision  
2030

23 - 27 September 2024  
Trabzon (Turkey)





# BRMP and Strategic Challenges of Vision 2030

REF: M2288 DATE: 23 - 27 September 2024 Venue: Trabzon (Turkey) - Fee: 5300 Euro

## Introduction:

The BRMP and Challenges of Vision 2030 training program focuses on preparing professionals to navigate the strategic hurdles in realizing the goals set by Vision 2030. Through comprehensive sessions, participants gain insights into the Business Relationship Management Professional BRMP role and its alignment with the transformative objectives of Vision 2030.

## Program Objectives:

At the end of this program, participants will be able to:

- Explain the internal and external factors influencing the future.
- When defining goals and objectives, analyze your possibilities and come to a solid decision.
- Promote , Create and adhere to a strategy roadmap using a distinct vision and statement of strategic intent.
- Determine the skills and talents of tactically flexible and successful organizations.
- Prepare, inspire, and successfully lead your team, unit, or organization toward the Vision Realization Program.
- Recognize the traits and procedures of a top-notch business relationship manager BRM.
- Learn the techniques, procedures, and qualities necessary to function not just as a supplier but also as a strategic partner.
- Recognize the methodologies and disciplines of portfolio management.

## Targeted Audience:

- Specialists in business development.
- Team Leaders.
- Experienced Managers.
- Heads of Department.
- Leaders and Executives.

## Program Outline:

## Unit 1:

### Vision 2030 Realization:

- Introduction to the Realization of Vision 2030.
- A Successful Economy.
- Gratifying possibilities.
- The long-term nature of investing.
- Starting a business.
- Use its special position.

## Unit 2:

### Understanding The Strategic Environment:

- Why is strategy important? What is it?
- How well-designed is the game we've decided to play, according to external analysis?
- Internal evaluation: How well are we performing in the game we have selected?
- Focus, concentration, and consideration of the life-cycle effect are key strategic decisions.
- Analyzing SWOT and TOWS and creating a strategy matrix.
- PESTLE analysis and strategy development.

## Unit 3:

### Entrepreneurial Leadership:

- Examining circumstances and data.
- Handling problems both laterally and vertically.
- Diverse capacities for thought.
- 7 Essential Steps for Making Strategic Decisions.
- Framing of judgments.
- Asking the appropriate inquiries.
- Analyzing issues and evaluating hazards.

- 6 Hats for Thinking.

#### Unit 4:

##### Understanding Strategic Models And Formulation:

- The five-page framework for creating a strategic roadmap.
- Knowing and using strategic talents and abilities.
- Identifying and honing the traits of strategic agility.
- Case Study: Selection, Complicated Information.
- Risk assessment and management are used when developing strategies.

#### Unit 5:

##### Effective Strategic Implementation

- Building a strategy team and communicating with all members.
- Leveraging the spotlight of strategic leadership.
- Effective execution - converting strategic analysis and planning into action.
- Executing your strategy - how to break it down and get it done.
- Building learning organisations to gain and sustain agility.
- Creating tomorrow's organization out of today's organisation.