

# € TRAINING

Strategic Planning & Goal Setting: Setting  
Business Goals, Targets & Deliverables



19 - 23 May 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Strategic Planning & Goal Setting: Setting Business Goals, Targets & Deliverables

REF: C678 DATE: 19 - 23 May 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5850 Euro

## Introduction:

Effective strategic planning is essential to the future success of any organization. However, most strategic planning is lacking in vision. It is merely a straight-line extrapolation of the past into the future. In a world where the pace of change is greater than ever before this is at best shortsighted and at worst a prescription for disaster. Real strategic planning is about positioning the organization for a future that will be different from the past. This new seminar will focus on strategic planning as the essential management system guiding the organization into the future by setting focused goals that will establish and enhance competitiveness.

## Conference Objectives:

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

- Understand how to design visionary strategic plans
- Examine a model for organizational and individual assessment
- Provide insights into strategic planning problems to avoid
- Identify and learn from examples of strategic success and failure
- Understand the nature of the organizational life cycle
- Provide insights into productive contingency planning
- Understand the global business environment of the 21st century
- Learn how to measure performance and manage progress

## Targeted Audience:

- Managers
- Supervisors & Team leaders
- Human resources department

## Conference Outlines:

### Unit 1: The Strategic Planning process - 1:

- Strategy - concept and significance
- Competitive Positioning VS Blue Sky approaches
- Achieving competitive advantage through flexibility and agility
- The interaction of strategy, structure and business processes
- Gathering information and intelligence for the SWOT analysis
- Mini-cases and group discussion - Cost versus Differentiation

### Unit 2: The Strategic Planning process - 2:

- Vision and mission statements - preparing for the future
- Business analysis and contingency planning
- Strategic choice
- Converting the SWOT analysis into the Strategy Matrix
- Transforming the organization - strategy implementation and managing change

### Unit 3: Assessing The Current State of The Organization:

- Leadership and management concerning strategy
- Customer and market focus
- Human resources and knowledge management
- Building a strategic planning team
- Effective process management to achieve business results
- Monitoring and measuring business performance

### Unit 4: Avoiding The Pitfalls of Strategic Planning:

- The strategy life-cycle and the problem of strategic drift
- Getting innovative thinking into the organization
- The potentially negative dimensions of success
- How to avoid "paralysis by analysis"
- Overcoming the inability to evaluate fresh ideas, denying the truth and thinking inside the box
- The critical importance of team building and teamwork

### Unit 5: Personal Strategic Planning:

- Applying strategic tools and techniques to the individual
- Personal goal setting, creating a personal strategic plan
- Implementing change - achieving progress as a strategic manager
- The mix of competencies and personal skills required in 21st-century business
- Executing strategy - how to break it down and get it done
- Developing inspiration and gathering support
- Overcoming adversity by leveraging your skills and building on success
- Conclusion - a personal role in the strategic planning and goal setting processes