



International Training
Center Paris

TRAINING SCHEDULE

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STRATEGIC PLANNING AND EXECUTION

Overview:

The Strategic Planning and Execution training is designed to provide participants with the knowledge and skills to effectively develop and implement a strategic plan in their organization. This training covers the key concepts and methodologies of strategic planning and execution, including environmental analysis, goal setting, strategy development, implementation planning, and performance management. Participants will learn how to apply these concepts to their own organization, and will develop a comprehensive understanding of the strategic planning process.

Objectives:

- Understand the importance of strategic planning and execution in achieving organizational success
- Learn how to analyze the external and internal environment to inform strategic decision-making
- Develop skills to set and prioritize strategic goals and objectives
- Gain knowledge on how to develop and select appropriate strategies to achieve goals
- Learn how to create an implementation plan that aligns with the strategic goals and objectives
- Develop skills to effectively monitor and manage performance to ensure successful implementation of the strategic plan

Upon completion of this 5-day program, participants will have gained a thorough understanding of the strategic planning process and how to execute it effectively. They will have learned how to conduct a situation analysis, create a strategic vision, set objectives, develop action plans, and create a monitoring and evaluation framework. Additionally, participants will have the opportunity to apply what they have learned through hands-on exercises, case studies, and group discussions. By the end of the program, participants will be equipped with the skills and knowledge necessary to develop and execute successful strategic plans that align with their organization's goals and objectives.

Targeted Groups:

- Senior managers
- Directors
- Executives involved in organizational planning
- Leaders responsible for driving strategic initiatives
- Professionals seeking to align actions with long-term goals

Planning:

Day 1: Introduction to Strategic Planning

- Definition and importance of strategic planning
- Overview of the strategic planning process
- Environmental analysis: SWOT analysis, PESTLE analysis, and competitive analysis

Day 2: Setting Strategic Goals and Objectives

- Defining and setting strategic goals and objectives
- Prioritizing goals and objectives
- Developing measures of success

Day 3: Strategy Development and Selection

- Developing and selecting appropriate strategies
- Porter's five forces model
- Differentiation and cost leadership strategies

Day 4: Implementation Planning

- Creating an implementation plan
- Resource allocation and budgeting
- Change management and stakeholder engagement

Day 5: Performance Management and Evaluation

- Monitoring and managing performance
- Reporting and communicating progress
- Review and evaluation of the strategic plan