



TM040: Strategic Thinking and Planning

Training Description:

Increasing your competitive edge has never been more important than in the modern corporate environment. Technological innovations, globalisation, digitisation, and other global changes have ensured that no market is ultimately safe from extreme change or modernisation.

All senior managers and executives should be aware of the exponential opportunities that exist within these changes, and how you can stay ahead of your competition by encouraging strategic thinking and implementing strategic planning.

Strategic Thinking and Planning are no longer reserved for upper-level management and should be encouraged at all levels of your organisation.

This intensive training course will give anyone in a position of leadership the confidence and methodology to be able to think strategically about growth opportunities and market threats and assist them with consolidating those thoughts into a structured plan. You will learn to acquire the thought processes and strategic thinking and planning methods necessary to develop a robust strategic plan.

Have you recently felt the sting of falling behind with advancements in your industry? Do you want to always be one or even two steps ahead of the competition when it comes to business development? Within this course, we will look in-depth at how you can use Strategic Thinking and Strategic Planning to ensure that you are always ahead of the competition.

By implementing a successful plan and engaging everyone in the organisation with your aligned objectives, this learning will encourage leaders of all levels to impact change.

This training course will empower you with the knowledge and the confidence to be able to make the high-level strategic decisions necessary to cope with change and uncertainty.

You will learn the most up to date tools for strategic analysis and the methodologies to follow to always keep you one step ahead of your competitors, and always able to respond to market opportunities or threats. And you will gain the confidence to think strategically across a variety of situations, resulting in effective decision making and planning.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Think strategically about the opportunities available to your organisation and effectively consolidate these in the development of a strategic plan
- ✓ Understand the importance of a well-designed and innovative strategic plan and how this will impact the potential success of your company
- ✓ Deal with unexpected changes within your industry and remain ahead of the curve when it comes to innovation
- ✓ Be flexible with innovation and always have the confidence to assess what is required from the standpoint of what is best for the business
- ✓ Have the tools necessary to make decisions that relate to strategic level decisions
- ✓ Prepare a roadmap for your organisation based on the most up to date methodology around strategic thinking and planning

- ✓ Design a much more comprehensive decision-making system, by analysing more metrics and taking more factors into consideration
- ✓ Take the lead on rolling out a more robust strategic plan throughout your company
- ✓ Advise and educate other colleagues around the importance of keeping up to date with innovation in these areas
- ✓ Analyse real-life examples of best practice and be able to understand the successful strategic plans of other industry players
- ✓ Apply strategic thinking effectively within the decision-making process

Training Designed for:

This course is intended for:

- Senior Executives in a strategic role
- Department Heads and Managers involved in the roll-out of corporate strategy
- Anyone responsible for a cost centre or budget area relating to strategy or innovation
- Operations and HR staff to gain a better overall understanding of high-level strategic planning
- Finance / Business Development / Marketing heads of department who require a wider understanding of general corporate strategic plans

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Content, location and duration can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

- ❖ PRE-ASSESSMENT
- ❖ **Module One: Introduction to Strategic Thinking and Planning**
 - Defining Strategic Thinking and Planning
 - Value of innovation within strategic planning
 - Organizational benefits of establishing a clear strategy
 - Is Strategic Thinking the best solution?
 - Components, tools and frameworks of strategic analysis
- ❖ **Module Two: The Process**
 - Analysis, Planning and Implementation
 - Creating your process using the Planning Pyramid
 - Analysing your existing strategic process
 - Preparing to develop your new strategic plan
- ❖ **Module Three: External and Internal Analysis**
 - Implications and benefits of robust strategic planning
 - Balanced scorecard
 - SWOT methodology – Strengths, Weaknesses, Opportunities, Threats



- PESTLE, Porter's Five Forces and other analysis tools
- GAP framework for analysis
- ❖ **Module Four: Developing Your Strategic Plan**
 - Timelines, Teams and Techniques for development
 - Understanding competitive advantage
 - 5-page framework
 - Boston Consulting Growth-Share Matrix
- ❖ **Module Five: Planning and Implementation**
 - Globalisation and other external considerations
 - Impact of media and social media
 - Encouraging creative thinking throughout your teams
 - Employee engagement and values alignment
- ❖ **Module Six: Rollout Strategy**
 - Identify and implement key milestones
 - Execution considerations and threats
 - Use of tactical and operational goals
 - Leadership development
- ❖ **Module Seven – Ensuring Long Term Success**
 - Identify and implement KPI's and KRA's
 - Implementation tools for key departments
 - Checklists and Scorecards
 - Considering potential disruptions to the long-term success of the plan
- ❖ **Module Eight – Benefits Moving Forward**
 - Benefits of adoption and encouraging success
 - Future impact of strategic thinking – how to progress your organisation
 - Review of content covered in the course
 - Signposting other ongoing help materials
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.



Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

Aisha Relativo - Training & Career Development Manager

aisha@cmc-me.com / training@cmc-me.com

Tel.: +971 2 665 3945 or +971 2 643 6653 | Mob.: +971 52 2954615