

# Integrated Strategic Planning

## Introduction:

Since the start of the 21st century, long term planning hasn't been a luxury anymore. All Organizations now are facing long and short term challenges that can't be dealt with without having a solid threshold of a strategic planning displaying its vision, goals, values, and implementation.

## Objectives:

The workshop aims at providing participant with the essential steps for having an abridged strategic plan and how to overcome the implementation problems through a 5 day workshop.

## Contents:

### **Strategic Planning Fundamentals**

- Importance of Strategic Planning
- Strategic Planning Killers
- Strategic Planning Phases

### **Analyzing Micro & Macro Environments**

- Conducting Political, Environmental, Social, & Technological Analysis
- Identifying Core & Distinctive Competencies
- Identifying Strengths, Weakness, Opportunities & Threats

### **Strategy Formulation: Setting Factors for Choosing Strategies**

- Setting Vision,
- Values,
- Mission,
- & Goals.

### **Strategy Formulation: Identifying & Assessing Strategic Alternatives**

- Corporate vs. Functional Strategies
- Brainstorming the different Alternatives.
- Analyzing and evaluating the Alternatives.
- Aligning strategies with capabilities of the organization (Conducting the TOWS Analysis).

### **Strategy Formulation: Planning the Implementation**

- Determining gaps between current and needed situation.
- Establishing appropriate milestones (Objectives)



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THE TRAINING HOUSE!

## Strategy Implementation

- Managing culture, human resources, skills, processes and structure for strategy execution
- Establishing and maintaining communications

## Strategy Evaluation & Control

- Setting up metrics to measure performance
- Synchronizing & Connecting skills and knowledge with needs KPIs
- Indicating, planning and responding to change
- Avoiding common causes of Failure

## Workshop Presentations Preparation

- Discussing and Finalizing Strategies
- Revising the whole process.

## Workshop Presentations Finalizations

- Finalize Presentations
- Executive Summaries

## Presentations

- Presentations
- Evaluations

## Evaluations

### **Target Group:**

Managers, Heads of SMEs, Planning & follow up units, quality units, Finance units, NGOs, and individuals who want to better plan their lives on longer terms.

### **Language:**

- The language of instruction will be in English
- The materials for the trainees will be in English.