



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Strategic planning in a competitive environment

Objectives

- Familiarity with the basic concepts and pillars of strategic management and strategic plans.
- Identify the basic requirements of strategic plans.
- Identify the key steps of the strategic planning process.
- Analysis of the internal and external environmental influences that affect the performance of the organization in achieving the objectives
- Possessing a set of administrative and technical skills necessary to develop strategic plans, policies and programs and follow up and control them.
- Making the strategic decisions needed to achieve the goals.
- Avoid common mistakes in the strategic planning process.
- Develop an action plan to improve the strategic leadership and planning process in the department in which he is working

Who Should Attend?

- Team leaders and supervisors
- Directors and Heads of Departments
- Executives
- Employees of the administrative sector
- Secretary and office supervisors
- Team leaders and professionals

Seminar Outline

DAY 1

- What is strategic management?
- Stages and activities of the strategic management process.
- Relationship between the levels and stages of the strategy.
- Strategic Management Model and its Relationship to Strategic Planning.
- Applications and practical situations.

DAY 2

- The importance and benefits of planning.
- Types of planning.



- Stages of the planning process.
- Characteristics and characteristics of effective planning.

DAY 3

- The concept and importance of strategic planning.
- Strategic planning steps.
- Analysis of the internal and external environment.
- Develop strategic assumptions and set goals.
- Prediction as one of the basic pillars of strategic planning
- The case of German Volkswagen.
- Strategic Planning and Porter Porter (Workshop)

DAY 4

- Control systems.
- Strategic incentive systems.
- Information Systems.
- Communication systems and task forces (workshop)
- Creative thinking and innovation and its importance in strategic planning.
- Ways and techniques of creative thinking and its impact on planning and strategic decision-making

DAY 5

- Building the overall policy framework of the organization.
- The duties and skills of the policy and strategic planning unit.
- Methods of analyzing the current situation in its different stages.
- How to build an ANPRO model for analysis and forecasting.
- Identify and design priority programs.
- Building the implementation systems of the strategic plan and performance indicators.



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