



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Achieving goals through an effective leadership system

Objectives

- You will become more skilled in strategic thinking on various fronts (organizational, cultural, competitive, global, etc.).
- Increase your ability to discover strategic opportunities in the transition market
- Raise your thinking from short-term to long-term
- How to exercise discipline and save time for strategic thinking (despite daily crises)
- How to classify a group of vague information accumulated so that you can focus on the most important things strategically
- How to use tools to think of different situations and different contents

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

- Strategic management concept and importance
- Stages and activities of the strategy management process
- Relationship between the levels and stages of the strategy
- Strategy Management Model



DAY 2

- To prepare the organization for the strategic planning process
- Provide the information required by strategic planning
- Continuity of strategic thinking
- Definition of the strategic plan preparation methodology
- practical application

DAY 3

- Environmental Survey
- Internal Audit of the Organization
- Determine the situation and formulate goals
- Identify the resources required for implementation and evaluation
- Control of the plan

DAY 4

- Gathering information on the environment internally and externally
- Identify strengths and weaknesses
- Balance analysis
- Cases and practical applications

DAY 5

- Steps to determine the strategic position (practical application)
- Strategic Alternatives How to verify the validity of a strategic alternative (practical case)
- Choose strategies and assistive systems to implement them
- Criteria for final selection of strategies
- Factors influencing the shape of the strategy
- The extent to which administrative organization, human resources and information systems are appropriate for the implementation of the strategy
- Cases and practical applications
- Laboratory of thinking and strategic planning



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