



MAESTRO
CONSULTANTS

STRATEGY DEVELOPMENT & STRATEGIC PLANNING

COURSE OUTLINE 2024

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TRAINING TITLE

STRATEGY DEVELOPMENT & STRATEGIC PLANNING

VENUE

Doha, Qatar

DURATION

5 Days

DATES

15 - 19 January 2024

PRICE

\$5,250 per attendee including training material/handouts, morning/afternoon coffee breaks and Lunch buffet daily.

TRAINING INTRODUCTION

This Training Course will enable you to make a major contribution to creating tomorrow's organization out of today's organization. Strategy and strategic planning are the vital activities that enable all managers to (a) anticipate major change in the structure and potential of their business and, (b) make a significant personal contribution to the processes of business development.

All managers need to understand and deal with the major changes that are taking place in markets, technologies, competition, business models and risk management - plus the overarching influence of globalization. To achieve this strategic planning team must take into account how to use all available resources in order to chart a course that will enable an organization to develop strongly and deliver outstanding financial and other results, often in rapidly changing business conditions.

This training course will highlight the following:

- Learning how to apply leading-edge thinking in strategic analysis and planning
- Evaluating the choices faced by an organization in planning for the future
- Preparing a strategic plan that serves as a road map for action
- Understanding best practice in implementing strategic programs and projects
- Designing an effective linkage between strategic and operational management

TRAINING OBJECTIVES

At the end of this training course, you will learn to:

- Leverage the value of strategy and strategic planning
- Design a strategic planning process for your organization
- Analyze options and make robust choices in setting goals and objectives
- Take full advantage of the opportunities of globalization
- Lead effective strategic change within your part of your organization

TRAINING AUDIENCE

This training course is suitable to a wide range of professionals but will greatly benefit:

- Specialists in marketing and business development
- Experienced managers / leaders in finance and accounting
- Specialists in production and operations management
- Scientists in research and development
- Logistics and distribution specialists
- Human resource and organizational development staff

COURSE OUTLINE

DAY 1:

Strategic Thinking and External Analysis

- Definitions of strategy and strategic planning
- Why are strategy and strategic planning important
- Understanding the main frameworks for strategic analysis
- Private and public sector strategies – Similarities and Differences
- External analysis - Understanding and Analyzing Business Attractiveness
- Analyzing customers and benchmarking your own strategic position
- How attractive is the game that we have chosen to play?

DAY 2:

Internal Analysis and Fusion into Strategic Choice

- The interface and balance of external and internal analysis
- Internal analysis: Financial
- Internal analysis: Non-financial
- The concept and practicalities of the “balanced scorecard”
- Diagnosing and analyzing strategic problems and opportunities
- Fusion of analysis into strategic choices - SWOT and the Strategy Matrix
- How well are we playing the game that we have chosen to play

DAY 3:

Strategic Plans and the Relevance of Alliances and Joint Ventures

- Review of the tools used so far
- The content of a strategy: Avoiding “Paralysis by Analysis”
- Putting a strategic plan together – the 5-page framework
- Strategies for alliances and joint ventures
- Management of alliances and joint ventures

DAY 4:

Global Strategy, Team Building and the Management of Internal Communication

- The essence of globalization and global strategy
- Globalization – The Strategic Dimension
- Globalization – The Organizational Dimension
- Globalization – The Human Dimension
- How to build and manage a strategic planning team
- Communicating strategy through the organization
- Gaining your team’s commitment and buy-in to the strategy

DAY 5:

Strategic Implementation and Getting the Value out of Strategy

- Alignment of strategy, culture, structure and people
- Effective execution - Converting Strategic Analysis and Planning into Action
- Aligning and linking strategy with operational objectives
- Implementation – Getting Practical Things Done
- Creating tomorrow’s organization out of today’s organization
- Strategic planning at a personal level
- Overview: The complete strategy process
- Summary and conclusions - The Corporate And Individual Value Of Strategic Planning

TRAINING CERTIFICATE

MAESTRO CONSULTANTS Certificate of Completion for delegates who attend and complete the training course.

METHODOLOGY

The training methodology of this training course “Strategy and Strategic Planning” is based on a carefully planned schedule of highly focused tutor input, using a balanced set of state-of-the-art learning mechanisms. The emphasis will be on studying real organizations making major strategic decisions.

Above all, the principles and approaches to strategic analysis, planning and management will be illustrated by reference to real-life situations in which the course leader has been personally involved.

We will use the following training methods:

- Presentations by the course leader, including case examples
 - Group work on case studies - analysis, interaction and discussion
 - Presentations by subject experts on aspects of strategy, strategic planning and organizational change
 - Focused problem-solving exercises, including “outside the box” thinking
 - Decision analysis in different strategic and competitive conditions
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LOCATION:

Marriott Marquis City Center Doha Hotel - Omar Al Mukhtar Street, Area 61, Street #850, Doha, Qatar.

LOCATION SNAPSHOTS:



