



# تخطيط التنمية الاستراتيجية في العالم العربي: دليل للنجاح

**Duration:** 5 Days

**Language:** ar

**Course Code:** MG2-102

## Objective

### During this course, you'll learn:

- To be familiar with the strategic links between strategic change and your operation.
- To be able to plan a strategic roadmap of future plans for your business.
  - To consider a cost-benefit analysis when making changes.
- To evaluate project plans based on data insights to discover new and innovative ways to move forward.
- To understand that the culture of your employees directly affects the success of strategic planning.
  - To discover models of strategic theory and put them into practice.
  - To predict strategic plans laid down by competitor organisations and understand how to combat these to stay ahead.
- To develop a clear vision for your business and interlink this with employee goals and performance.

## Audience

This training would benefit anyone that is involved in change management or future planning for an organisation. It would be specifically helpful for:

- Planning Managers.
- Change Managers.
- Heads of Department.
- Senior Managers.
- Team Managers.
- HR Personnel.
- Directors.

## Training Methodology

This course uses a combination of trainer-led lectures and discussion groups to help trainees understand their roles within their organisations and how they can affect the wider business strategy.

Trainees will be provided with interactive case-study work and take part in practical role-playing activities to create a long-term strategic business plan which has a transferable roadmap applicable to their specific organisation.

## Summary

Your ability to harness success for your business' future is determined by your research, plans for change, and most importantly, your strategic thinking. Effective strategic decision-making based on trending data, competitor changes, and customer or client feedback will enable you to keep your company moving forward and stay ahead of the game.

As a manager or leader within an organisation, it's your responsibility to share strategic goals, develop a vision that your employees can buy into, and set achievable SMART targets to create development opportunities and increase profits and conversion.

Combining the psychology of employees with accurate measurement tools will provide a multi-faceted approach to strategically plan your company's roadmap, add

value and work towards managing solutions to improve processes, business models, and forward-thinking employee culture.

## **Course Content & Outline**

### **Section 1: The Concepts of Strategic Thinking**

- Defining strategic planning and why it's needed.
- Developing a vision and identifying opportunities.
  - Enhancing your critical thinking abilities.
  - Prioritisation to achieve the largest ROI.

### **Section 2: Strategic Thinking Benefits & Outcomes**

- Defining your organisation's success.
  - Private vs public sector strategies.
- Customer satisfaction and benchmarking.
  - Financial analysis.
- Acting on a strategic hypothesis.

### **Section 3: Reviewing & Updating Your Strategy**

- Internal feedback and multi-level perspectives.
  - Monitoring adjustments.
  - Measurement and analysis.
- Collecting data and reviewing successes and failures.
  - Implementing a change strategy.

### **Section 4: Strategic Methods & Tools for Effective Planning**

- SWOT analysis for internal and external changes.
  - 7S framework.
- PESTLE scenarios and outcomes.
- 80/20 concept of prioritisation.

## Section 5: Increasing Growth & Profitability

- Scrutinise the capabilities of competitors to stay ahead.
- Competently predicting future changes and acting on them.
  - Handling joint ventures.
  - Creativity vs usability.
- React to and learn from experience.

## Section 6: Employee Engagement & Strategic Communication

- Communication with employees and managers.
  - Handling change effectively.
- Scorecards to promote KPIs and critical success factors.
- Identifying leadership qualities for strategy implementation.
  - Performance management with strategic vision.
    - Leading and motivating a team.
- Building and managing a planning team.

## Section 7: Strategic Implementation

- Create a strategic roadmap for your business.
  - Preparing for your future.
- Effective execution from start to finish.
- Linking operational directives with strategic planning.

## Certificate Description

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993، ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من

لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

الاستشارات والخدمات, الدورات المعتمدة من ILM, القيادة والإدارة

## Related Articles



### The Impact of Data Science on Informed Business Decisions

Embark on a journey through the transformative landscape of data science, uncovering its pivotal role in shaping informed business decisions. From predictive analytics to ethical considerations, explore the challenges and benefits that organisations encounter in harnessing the power of data for strategic advantage.

## YouTube Video

[https://www.youtube.com/embed/M9tv3kNnX1M?si=I3YKkn7cXA1y\\_7cU](https://www.youtube.com/embed/M9tv3kNnX1M?si=I3YKkn7cXA1y_7cU)