



Management
Centre Europe®

Business Strategy & Planning for Managers

Online & Face-to-Face

Business Strategy & Planning for Managers

Is your next challenge guiding a strategic planning process, and writing a strategic business plan? What is your role as a manager in defining your company's strategy?

Get the business strategy skills and tools to develop the best strategic plan to support your company's goals!

Better strategic understanding and planning leads to better evaluation of future opportunities, smarter allocation of resources, and higher chances of creating long term value. The ability to plan for the future is often a prerequisite for being promoted to higher responsibility.

Register to this strategic planning training programme focused on practical learning, designed and facilitated by business people that understand your challenges and will guide you to find effective solutions. Bring your strategic dilemmas to the programme and get direction on analytical and organizational approaches.

This strategic planning training combines proven-by-practice methods with new insights and ideas that will grow your strategic thinking skills. You will gain a wider perspective of management practice through breakout sessions, exercises, and case applications.



Develop a personal action plan to implement back at work

Network and learn during the training from a diverse group of peers from different functions, industries and countries



Is this programme for you?

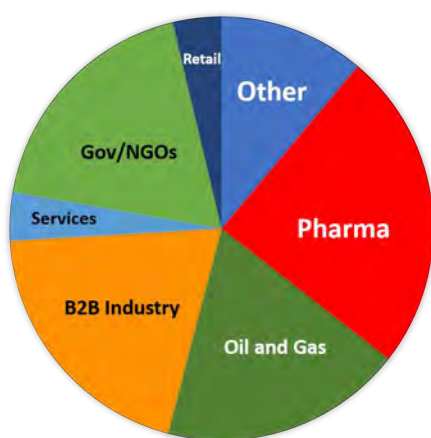
If you are a manager or leader who requires understanding business strategies and apply strategic decision-making to improve performance and prepare for higher responsibility, this programme is for you.

Some of the management positions that usually attend to this business strategy training course are:

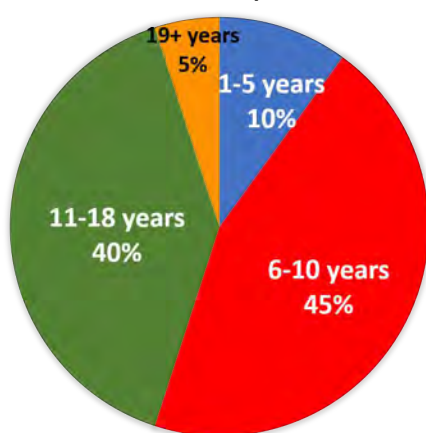
Executives - Senior Managers - Division Leaders - Professionals who guide and implement strategic planning processes, and write strategic business plans.

Profile of Typical Participants

Sector



Professional Experience



Key Competencies

- Strategic Planning
- Setting Organization Mission and Values
- Analysis
- Strategy Execution

The MCE Faculty delivering this training are experienced **business people** with **extensive recent international senior management experience**



How will you benefit

After participating in the Mini MBA programme, you will grow your management skills & competencies and be able to:

- Understand the changing business environment in which you operate and the impact it has on your role and the role of your manager
- Enhance your interpersonal skills
- Become a more confident decision-maker
- Become more effective in a top management team setting
- Learn to set personal objectives and develop a plan for your own career and knowledge development
- Be able to apply creative thinking in difficult situations, and act more assertively when appropriate



Learn and Practise

Business Strategy & Planning for Managers is a hands-on training programme, highly interactive with exercises and role plays. The programme will be led by an experienced facilitator with business experience in international companies. Here is the programme outline:

Programme Outline:

Strategic Planning Principle

- Determining a frame of reference for strategic planning concepts
- Schools of thought in strategic planning
- The evolution of strategy

An Overview of the Strategic Planning Process

- Basic elements of strategic planning
- Developing and managing the strategy formation process

Understanding Your Organization's Mission

- Your organization's core values
- Creating an inspiring mission statement for your own organization

Assessing the External Environment

- Identifying macro and micro factors
- Responding to changes in the environment
- The I/P (Importance/Performance) matrix as a competitive tool

Understanding Your Internal Environment

- How to become a high-performing organization
- Financial elements of developing strategy

Formulating Your Strategic Planning

- Data synthesis
- SWOT analysis

Competitive Strategic Planning

- Defining your competitive advantage
- The product/industry/life-cycle curve
- Understanding mega patterns

Ensuring Strategic Alignment

- Creating organizational accountability
- How to translate the grand design into well-executed strategic planning

Strategic Planning Execution

- Key building blocks
- Learning the three core processes
- Understanding resource allocation and strategy formation

A Strategic Planning Process

- Determining the best processes for your business



Practical Details

This Business Strategy & Planning for Managers programme is available in 2 formats: Face-to-Face and Live Online



Business Strategy & Planning for Managers



Classroom



3 Days



€3,450



Live Online



4 X 3 hours



€2,250

To register or find the latest dates:

www.mce.eu

info@mce.eu

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What are MCE Live Online Programmes?

MCE & AMA have offered **Live Online Training** for over 10 years. You can access these scheduled live stream training programmes from anywhere. They cover the key business topics of our top-selling Open Training Programmes.

What are Live Online Training Programmes?

- consist of scheduled sessions of 3 hours each (3,4,6 or 12 sessions in total)
- delivered to small groups in a virtual classroom with an online video meetings tool
- interactive with breakout rooms and discussions
- facilitator-led with live interaction

Key Benefits

- Variety of activities that create a live and dynamic learning experience
- Real-world advice from practitioners in the field
- Online, virtual, convenient, high-quality and consistent learning
- Cost-effective and no travel necessary
- Live, personal feedback from your facilitator and peers



Avoid hotel and travel costs and minimize the time away from work.

→ Key Facts About MCE



500,000

*Participants on MCE
training programmes since
1961*



59 years

*Providing Learning &
Development (L&D) services in
the EMEA region*



1,700

*Client companies which we have
worked with delivering
customized & in company
learning solutions*



6,200

*In Company Training
Solutions delivered in
more than 94 countries*



70+

*Open Training
Programmes running
throughout the EMEA
region - Online and
Face-to-Face*



10,000+

*Managers & Leaders inspired by
MCE's management
development solutions each
year*

