

# Business Strategy and Planning for Managers

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## Develop the best strategic planning to support your company's goals.

How is strategy generated in your organization and how can you contribute as a manager? 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.

This 3-day programme is designed to combine proven-by-practice methods with new insights and ideas from a wide range of current strategic thinking. Gain a wider perspective of management practice through breakout sessions, exercises, and case applications. Bring your strategic dilemmas to this programme and get direction on analytical and organizational approaches.

You will return back to work with more confidence to identify the **best strategic planning process for your organization, make more intelligent and rational decisions and ensure your strategic initiatives and goals are aligned.**

## Who should attend?

Executives, division leaders, and other senior managers involved in the formation and implementation of strategic planning.

## PMI Certified

This programme has been reviewed and approved by the Project Management Institute® (PMI).

You can build your key leadership, personal and business management skills and acquire PDUs for your PMI Certification at the same time.

More information at [www.mce.eu/pmi](http://www.mce.eu/pmi)



**“Plans are only good intentions unless they immediately degenerate into hard work.”**

*Peter Drucker*



# How you will benefit

## How will you benefit?

After taking this programme, you will be able to:

- Identify strategic planning issues in order to develop a unique competitive advantage
- Learn key analytical and conceptual approaches to expand your understanding of the marketplace
- Align your organization with your strategic planning goals by integrating strategy, objectives, metrics, and performance
- Identify evolving strategic patterns and generate ideas on how they can be applied to your organization
- Incorporate customer needs into your strategic planning
- Use a case study to examine the strategic planning process
- Recognize how the actions of customers, competitors, and your own company determine the outcomes in your markets
- Determine the best approach to effectively implement your strategic planning
- **Network and learn from a diverse group of peers from different functions, industries and countries**
- **Develop a personal action plan to implement back at work**
- **Learn and practice using real-world examples over 3 interactive days**

## Why is this programme different?

- The programme is facilitated by an experienced business expert who knows what it is like to work in an international business environment and understands your challenges.
- Every year, many business people from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you! You will get intensive feedback from your facilitator and a multi-cultural group of participants.
- You will bring your own business challenges to the class and these will be addressed in the programme with solutions and input from the whole group.
- You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful manager.

“Great content for understanding the evolution of strategic planning but also excellent practical skills building for application to general management and for corporate / strategic planning professionals.”

*Laurie-Ann J*

# What will you learn and practise?

This 3 day programme is highly interactive with exercises and role plays.

## Programme Highlights:

### 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

## Booking details

 <b>Duration</b>	<b>3 Days</b>
 <b>Type</b>	<b>Classroom</b>
 <b>Price</b>	<b>€3450</b>



**ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME**

## Register Now

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