



Essentials of Strategic Planning



Programme Details

Get the key skills you need to become a great strategic planner and make the right decisions for your company

Highlights

- Learn 6 tools and techniques to conduct both external and internal assessments
- Use the 5 stages of a classic strategic planning framework
- Use SWOTs & critical success factors to make decisions

Key Competences

- Strategic planning skills
- Making strategic decisions
- Managing stakeholders
- Market segmentation skills
- Linking actions to strategy
- 7 strategic planning models

The Right Programme for You

You are a manager or team leader. You need to plan for strategy or you work closely with colleagues who develop strategy. This programme gives you the essential strategic planning skills you need.

Managers

New Managers



Learn, Practice and Use

- **Understand** what strategy and strategic planning mean to an organization
- **Learn** key concepts and the language used by those involved in strategic planning
- **Discover** various approaches companies use to develop strategy
- **Find out** how strategy moves from concept through implementation to realization
- **Recognize** techniques companies use to assess their current and future environments
- **Identify** specific ways you can contribute to your organization's strategic success
- **Link** your specific role to the organizational strategy
- **Determine** key stakeholders in your company
- **Learn** and practice the 5 stages of a classic strategic planning framework
- **Review** the key stages of the strategic planning process
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



2 days
€2,595

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/strategy for dates, locations and full programme outline

Programme Outline

01

Define Strategic Planning and Strategy

- Identify five key questions for organizational success
- Recognize a generic process for strategy formation
- Determine key stakeholders
- Describe how strategy permeates the organization

02

Why Organizations Create Strategy

- Recognize the grand design within the organization
- Explain the significance of the environments affecting the organization
- Discuss growth and profit strategies
- Describe various market segmentations
- Identify how organizations create value for their customers and stakeholders
- Express how an organization decides its value proposition
- State why it is important to link your actions to strategy

03

The Strategic Planning Process in Action

- Identify the five stages of a classic strategic planning framework
- Describe how strategy works in an organization
- Articulate the highlights and time requirements of the process
- Recognize your role in your organization's strategic plans

04

Assessing the Environment

- Identify strategic patterns in the environment
- Explain and anticipate patterns
- Express why assessing the environment is important
- Describe six tools/techniques for conducting external and internal assessments

05

Three Ds of Strategy—Discussions, Decisions and Development

- Review key stages of the strategic planning process
- Describe how swots, core competencies and critical success factors are incorporated into the strategic discussions
- Appreciate the rationale behind strategic decisions

06

Implementing and Reviewing Strategy

- Discuss strategic alignment and what it means to an organization
- Identify the ways an organization creates strategic alignment
- Develop a series of questions to facilitate strategic conversations
- Recognize accountability systems
- Identify reward and recognition incentives for success
- Express why, when and how often strategy should be reviewed

07

Alternative Approaches to Create Strategy

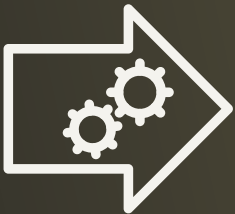
- Identify seven strategic planning approaches
- Discuss which approach would best fit your organization

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Use

what you learn and practise as soon as you get back to your office



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