GLOBAL TRAINING INSTITUTE

Strategic Thinking and Planning



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Strategic Thinking and Planning training course is designed to equip participants with essential skills for effective strategic leadership in high-performance organizations. This interactive program emphasizes the importance of strategic thinking and its role in adding value to stakeholders and ensuring long-term sustainability. Participants will learn to identify critical strategic issues, develop strategic roadmaps, and effectively implement strategies to navigate diverse and complex environments.

Who Should Attend

This training course is suitable for a wide range of professionals, particularly:

- Individuals aiming to develop or enhance their strategic skills.
- Those transitioning into supervisory or managerial positions.
- Professionals seeking a refresher to boost their leadership and management abilities.
- Senior leaders who wish to further develop their strategic capabilities.

Course Objectives

By the end of this training course, participants will be able to:

- Differentiate between strategic and business planning.
- Recognize the importance of detailed analysis using various tools and techniques.
- Appreciate the relationship between an organization's vision, mission, and its future direction.
- Apply strategic thinking to their own organizations.
- Establish effective monitoring and evaluation practices.
- Develop a clear understanding of the key factors involved in implementing strategy.
- Communicate strategic plans effectively to stakeholders.

Course Content

Understanding Strategic Planning

- Defining what 'strategic' means in an organizational context.
- Utilizing the strategic planning process to guide future directions.
- Assessing the benefits and risks associated with strategic planning.

Conducting a Strategic Review

- Performing stakeholder research and competitor analysis.
- Understanding organizational environments and determining current positions.
- Identifying strategic directions and clarifying mission, vision, and values.

Setting Strategic Objectives

- Establishing success criteria and priority areas for action.
- Applying SMART criteria for strategic objective development.
- Aligning organizational strategy with brand identity.

Implementing the Strategy

- Understanding the key factors for successful strategy implementation.
- Using action planning tools such as logical frameworks and planning grids.
- Communicating the strategic plan to ensure stakeholder buy-in.

Monitoring and Evaluation

- Differentiating between monitoring, evaluation, and impact assessment.
- Identifying performance indicators and methods for measuring success.
- Exploring emergent approaches to monitoring and evaluation, including participatory methods.