GLOBAL TRAINING INSTITUTE

Business Strategy & Planning: Tools for Managers



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Business Strategy & Planning: Tools for Managers program designed to equip managers with the skills necessary to navigate and lead through significant organizational changes. This course emphasizes the importance of strategic planning in enhancing business performance, allowing managers to anticipate market shifts and contribute effectively to business development. Participants will learn to create actionable strategic plans that align resources with organizational goals, fostering a culture of strategic thinking throughout the organization.

Who Should Attend

This course is suitable for:

- Senior and experienced staff from any industry and functional specialization.
- Specialists in marketing and business development.
- Managers in finance and accounting.
- Production and operations management professionals.
- Scientists in research and development.
- Human resource and organizational development staff.

Course Objectives

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

- Leverage the value of strategy and strategic planning within their organizations.
- Design and implement a strategic planning process tailored to their needs.
- Analyze options and make informed decisions regarding goals and objectives.
- Capitalize on the opportunities presented by globalization.
- Lead effective strategic change initiatives within their teams.
- Develop a comprehensive strategic plan to guide future actions.
- Understand best practices in linking strategic and operational management.

Course Content

Understanding Strategy and Strategic Planning

- Definitions and importance of strategy and planning.
- Frameworks for strategic analysis in various sectors.
- The role of globalization in shaping strategic decisions.

Strategic Analysis: Internal and External Factors

- Conducting external analysis to assess business attractiveness.
- Performing internal analysis using financial and non-financial metrics.
- Utilizing tools like the balanced scorecard for comprehensive evaluation.

Developing Strategic Plans

- Crafting a strategic plan using a structured framework.
- Strategies for forming alliances and joint ventures.
- Management practices for successful alliance implementation.

Global Strategy and Team Dynamics

- Understanding the implications of globalization on strategy.
- Building and managing effective strategic planning teams.
- Communicating strategy effectively across the organization.

Strategic Implementation and Value Creation

- Aligning strategy with culture, structure, and people.
- Converting strategic analysis into actionable plans.
- Evaluating the complete strategy process for ongoing improvement