5-DAY INTENSIVE TRAINING WORKSHOP

Certified Strategic Planning Manager

Master Strategy, Drive Success: Certified Strategic Planning Manager



GLOBAL TRAINING INSTITUTE

Course Description

The Certified Strategic Planning Manager course is designed to equip professionals with the knowledge and skills necessary to develop and execute effective strategic plans. This course covers essential elements of strategic management, from conducting environmental analysis to setting goals, defining actionable strategies, and measuring outcomes. Participants will learn tools and techniques to align organizational objectives with strategic initiatives and respond to a rapidly changing business environment.

Who Should Attend

This course is ideal for:

- Mid- to senior-level managers responsible for strategic planning and execution.
- Business analysts and consultants who focus on organizational strategy.
- Department heads and project managers looking to enhance their strategic thinking.
- Aspiring leaders aiming to understand the foundations of effective strategy management.

Course Objectives

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

- Analyze the external and internal business environment to identify strategic opportunities and threats.
- Develop and implement structured strategic plans aligned with organizational goals.
- Set clear, measurable objectives to guide strategic initiatives and performance.
- Use analytical frameworks to assess competitive positioning and advantage.
- Drive cross-functional collaboration to ensure strategic alignment across departments.
- Apply risk management strategies to mitigate potential challenges to strategic objectives.
- Optimize resource allocation to ensure efficient use of organizational assets.
- Implement change management practices to support strategy execution.
- Establish and monitor key performance indicators (KPIs) to assess strategic impact.
- Create a culture of continuous improvement to adapt strategies over time.

Course Content

Environmental Scanning and Analysis

- Techniques for assessing external and internal factors impacting the business.

SWOT and PESTEL Analysis

- Applying frameworks to identify organizational strengths, weaknesses, opportunities, and threats.

Competitive Positioning

- Understanding market dynamics and identifying sources of competitive advantage.

Vision, Mission, and Values Development

- Defining the foundational elements of organizational identity and direction.

Goal Setting and Strategic Objectives

- Establishing clear, actionable goals that align with the organizational mission.

Strategy Formulation

- Crafting strategic initiatives to address organizational goals and adapt to market conditions.

Resource Allocation and Budgeting

- Managing and prioritizing resources to support strategic initiatives.

Risk Assessment and Management

- Identifying and mitigating risks associated with strategic decisions.

Key Performance Indicators (KPIs) and Metrics

- Establishing and using KPIs to measure strategic outcomes.

Change Management for Strategy Implementation

- Techniques for leading organizational change and fostering buy-in.

Certificate Accreditations

The Certificate in **Strategic Planning Manager** course equips participants with key skills and knowledge for career success. It enhances credibility and provides insights into industry standards. Through theory and practical application, it prepares individuals for real-world challenges, offering expert instruction and networking opportunities.

This course will be accredited by one of the following organizations. Please contact us for more information.

Cambridge Training College Britain

INSTITUTE OF SUPPLY CHAIN MANAGEMENT MENA

IBIU UNIVERSITY



Contact Us:

+971 54 244 8677

info@gtidubai.com

www.gtidubai.com

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