

GLOBAL EXPERTS INSTITUTE FOR TRAINING.  
ISO 9001-2008 TRAINING PROVISION CERTIFIED

## Executive Leadership Skill & Strategic Planning for Achieving the Goals

### Schedule Dates:

<b>Start Date</b>	<b>End Date</b>	<b>Place</b>
30 Sept	4 Oct 2024	Radisson Blu Hotel, Amsterdam City Center

### Program Objective:

- ✓ Understand how to design visionary strategic plans
- ✓ Work out how to translate strategic plans into action plans
- ✓ Examine a model for organizational and individual assessment
- ✓ Provide insights into strategic planning problems to avoid
- ✓ Identify and learn from examples of strategic success and failure
- ✓ Understand the nature of the organizational life cycle
- ✓ Provide insights into productive contingency planning

### Who Should Attend?

Managers – Team leaders – Supervisors

## Program Outlines

### *Day One*

#### **The Strategic Planning process - 1**

- Introduction to the seminar – structure and content
- Strategy - concept and significance
- “Competitive Positioning” versus “Blue Sky” approaches
- Achieving competitive advantage through flexibility and agility
- The interaction of strategy, structure and business processes
- Gathering information and intelligence for the SWOT analysis
- Mini-cases and group discussion – “Cost versus Differentiation

## *Day Two*

### **The Strategic Planning process - 2**

- Vision and mission statements - preparing for the future
- Business analysis and contingency planning
- Strategic choice
- Converting the SWOT analysis into the “Strategy Matrix”
- Strategy formulation – programoe, projects, policies
- Transforming the organization - strategy implementation and managing change
- Mini-case and group discussion – major strategic re-orientation

## *Day Three*

### **Assessing current state of the organization**

- Leadership and management in relation to strategy
- Customer and market focus
- Human resources and knowledge management
- Building a strategic planning team
- Effective process management to achieve business results
- Monitoring and measuring business performance
- Mini-case and group discussion - a market entry problem

## *Day Four*

### **Avoiding the pitfalls of strategic planning**

- The strategy life-cycle and the problem of strategic drift
- Getting innovative thinking into the organization
- The potentially negative dimensions of success
- How to avoid “paralysis by analysis”
- Overcoming inability to evaluate fresh ideas, denying the truth and thinking inside the box
- The critical importance of teambuilding and teamwork
- Mini-case and group discussion - how and why a good organization can go bad

## *Day Five*

### **Personal strategic planning**

- Applying strategic tools and techniques to the individual
- Personal goal setting, creating a personal strategic plan
- Implementing change – achieving progress as a strategic manager
- The mix of competencies and personal skills required in 21st century business
- Executing strategy – how to break it down and get it done
- Developing inspiration and gathering support
- Overcoming adversity by leveraging your skills and building on success
- Conclusion – a personal role in the strategic planning and goal setting processes

### Training Methodology:

- Slide presentations
- Interactive discussion
- Simulations and Gamification
- Online Video material

### Cost Quotation in Kuwaiti Dinars

#### The total cost includes:

- Instructor(s) expenses
- Training materials
- Certification
- Lunch Included

**Total Cost: 1500 KD per Participant**

( One Thousand Five Hundred Kuwaiti Dinar )