



## **External Training Course**

# **Mastering Commercial Strategy: Policies & Procedures**

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**From 07 Apr. To 11 Apr. 2025**

**From 30 Jun. To 04 Jul. 2025**

**From 11 Aug. To 15 Aug. 2025**

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**citizenM Los Angeles Downtown Hotel  
Los Angeles, CA, USA**

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**External Training Course:**

**Mastering Commercial Strategy:  
Policies & Procedures**

**From 07 Apr. To 11 Apr. 2025**

**Fees: 2500 KD**

**From 30 Jun. To 04 Jul. 2025**

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**Course Overview:**

This intensive 5-day course equips professionals with the tools and frameworks to design, evaluate, and optimize commercial strategies through robust policy and procedural development. It provides insights into aligning commercial policies with corporate objectives, regulatory standards, and dynamic market conditions. Attendees will gain practical knowledge and case-study experience in implementing effective commercial governance frameworks.

**Learning Objectives:**

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

- Define the components of a successful commercial strategy.
- Develop and implement effective commercial policies and procedures.
- Align commercial goals with regulatory compliance and organizational objectives.
- Identify risks and mitigation measures in commercial operations.
- Analyze and evaluate performance metrics in strategic commercial management.
- Benchmark best practices and adapt frameworks for continuous improvement.

**Training Methodology:**

Interactive Lectures and Expert-led Discussions.

Real-world Case Studies and Industry Examples.

Team Workshops and Practical Exercises.

Group Presentations and Feedback Sessions.

Pre- and Post-Training Assessments.

## **Course Outline:**

### **Day 1: Foundations of Commercial Strategy**

- Introduction to Commercial Strategy and its role in value creation.
- Strategic vs. operational policies: Understanding the hierarchy.
- The Policy-Procedure Governance Framework.
- Market analysis and competitive positioning tools (SWOT, PESTEL, Porter's Five Forces).
- Stakeholder alignment and corporate objectives.

### **Day 2: Developing Effective Commercial Policies**

- Core components of commercial policies (pricing, sales, procurement, contract management).
- Legal and regulatory considerations in policy formation.
- Integrating ethics, sustainability, and compliance into policies.
- Case Study: Reviewing and critiquing existing commercial policies.
- Interactive Workshop: Drafting a sample policy framework.

### **Day 3: Designing & Implementing Procedures**

- Translating policies into actionable procedures.
- Role clarity, delegation of authority, and approval matrices.
- Documentation standards and procedural flowcharts.
- Automation and digital tools in procedure management.
- Workshop: Developing procedures for a strategic initiative.

### **Day 4: Risk, Compliance & Performance Management**

- Risk management within commercial strategy.
- Internal controls and audit mechanisms.
- KPIs and dashboards for commercial monitoring.
- Performance-based contracts and value delivery.
- Case Simulation: Crisis scenario and decision-making drill.

### **Day 5: Innovation, Review & Continuous Improvement**

- Innovation in commercial strategy and policy evolution.
- Benchmarking and best practices.
- Tools for periodic review and performance optimization.
- Change management and organizational communication.
- Final Exercise: Strategy and Policy Presentation.
- Course wrap-up, Q&A, and certificate distribution.

## **Program Agenda:**

### **(1<sup>st</sup> Day) Agenda**

|       |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8.30  | 9.00  | Opening Remarks (30 Min.).                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 9.00  | 11.30 | <u>DISCUSS COURSE OBJECTIVES:</u> <ul style="list-style-type: none"> <li>• Foundations of Commercial Strategy.</li> <li>• Developing Effective Commercial Policies.</li> <li>• Designing &amp; Implementing Procedures.</li> <li>• Risk, Compliance &amp; Performance Management.</li> <li>• Innovation, Review &amp; Continuous Improvement.</li> </ul>                                                                                                           |
| 11.30 | 12.00 | Coffee Break                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 12.00 | 14.00 | <u>Foundations of Commercial Strategy:</u> <ul style="list-style-type: none"> <li>• Introduction to Commercial Strategy and its role in value creation.</li> <li>• Strategic vs. operational policies: Understanding the hierarchy.</li> <li>• The Policy-Procedure Governance Framework.</li> <li>• Market analysis and competitive positioning tools (SWOT, PESTEL, Porter's Five Forces).</li> <li>• Stakeholder alignment and corporate objectives.</li> </ul> |
| 14.00 | 14.30 | Questions and Discussion                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 14.30 |       | Buffet Lunch                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

### **(2<sup>nd</sup> Day) Agenda**

|       |       |                                                                                                                                                                                                                                                                                                                                                  |
|-------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00  | 11.30 | <u>Developing Effective Commercial Policies:</u> <ul style="list-style-type: none"> <li>• Core components of commercial policies (pricing, sales, procurement, contract management).</li> <li>• Legal and regulatory considerations in policy formation.</li> <li>• Integrating ethics, sustainability, and compliance into policies.</li> </ul> |
| 11.30 | 12.00 | Coffee Break                                                                                                                                                                                                                                                                                                                                     |
| 12.00 | 14.00 | <u>Developing Effective Commercial Policies:</u> <ul style="list-style-type: none"> <li>• Case Study: Reviewing and critiquing existing commercial policies.</li> <li>• Interactive Workshop: Drafting a sample policy framework.</li> </ul>                                                                                                     |
| 14.00 | 14.30 | Questions and Discussion                                                                                                                                                                                                                                                                                                                         |
| 14.30 |       | Buffet Lunch                                                                                                                                                                                                                                                                                                                                     |

## (3<sup>rd</sup> Day) Agenda

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|-------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00  | 11.30 | <u>Designing &amp; Implementing Procedures:</u> <ul style="list-style-type: none"> <li>Translating policies into actionable procedures.</li> <li>Role clarity, delegation of authority, and approval matrices.</li> <li>Documentation standards and procedural flowcharts.</li> </ul> |
| 11.30 | 12.00 | Coffee Break                                                                                                                                                                                                                                                                          |
| 12.00 | 14.00 | <u>Designing &amp; Implementing Procedures:</u> <ul style="list-style-type: none"> <li>Automation and digital tools in procedure management.</li> <li>Workshop: Developing procedures for a strategic initiative.</li> </ul>                                                          |
| 14.00 | 14.30 | Questions and Discussion                                                                                                                                                                                                                                                              |
| 14.30 |       | Buffet Lunch                                                                                                                                                                                                                                                                          |

## (4<sup>th</sup> Day) Agenda

|       |       |                                                                                                                                                                                                                                                              |
|-------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00  | 11.30 | <u>Risk, Compliance &amp; Performance Management:</u> <ul style="list-style-type: none"> <li>Risk management within commercial strategy.</li> <li>Internal controls and audit mechanisms.</li> <li>KPIs and dashboards for commercial monitoring.</li> </ul> |
| 11.30 | 12.00 | Coffee Break                                                                                                                                                                                                                                                 |
| 12.00 | 14.00 | <u>Risk, Compliance &amp; Performance Management:</u> <ul style="list-style-type: none"> <li>Performance-based contracts and value delivery.</li> <li>Case Simulation: Crisis scenario and decision-making drill.</li> </ul>                                 |
| 14.00 | 14.30 | Questions and Discussion                                                                                                                                                                                                                                     |
| 14.30 |       | Buffet Lunch                                                                                                                                                                                                                                                 |

## (5<sup>th</sup> Day) Agenda

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|-------|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00  | 11.30 | <u>Innovation, Review &amp; Continuous Improvement:</u> <ul style="list-style-type: none"> <li>Innovation in commercial strategy and policy evolution.</li> <li>Benchmarking and best practices.</li> <li>Tools for periodic review and performance optimization.</li> </ul>             |
| 11.30 | 12.00 | Coffee Break                                                                                                                                                                                                                                                                             |
| 12.00 | 14.00 | <u>Innovation, Review &amp; Continuous Improvement:</u> <ul style="list-style-type: none"> <li>Change management and organizational communication.</li> <li>Final Exercise: Strategy and Policy Presentation.</li> <li>Course wrap-up, Q&amp;A, and certificate distribution.</li> </ul> |
| 14.00 | 14.30 | Questions and Discussion                                                                                                                                                                                                                                                                 |
| 14.30 |       | Buffet Lunch                                                                                                                                                                                                                                                                             |