



External Training Course

Strategic Thinking, Analysis & Business Planning

From 23 Jun. To 27 Jun. 2025

From 04 Aug. To 08 Aug. 2025

From 15 Sep. To 19 Sep. 2025

**Holiday Inn Golden Mile by IHG Hotel
Hong Kong**

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External Training Course:

**Strategic Thinking, Analysis &
Business Planning**

From 07 Apr. To 11 Apr. 2025

Fees: 2500 KD

From 09 Jun. To 13 Jun. 2025

Fees: 2500 KD

From 04 Aug. To 08 Aug. 2025

Fees: 2500 KD

Introduction:

This Strategic Thinking, Analysis & Business Planning training course gives you a robust practical framework to formulate, develop, and implement plans to achieve strategic goals and realize your vision. It shows you how to break out of reacting to day-to-day problems, so you can build a team or organization that is more proactive and resilient to change. A key feature of this training course is a comprehensive strategic management system that guides you through the steps needed to develop the right strategy then translate it into a business plan that provides the foundation for achieving strategic alignment of operational plans and individual objectives with your business model. This Strategic Thinking, Analysis & Business Planning training course highlights:

- The difference between good and bad strategies.
- Improving the performance of an existing company / division / department when faced with major change in business conditions.
- Balancing financial and non-financial objectives and goals.
- Developing an existing company / division / department.
- Aligning all activity to focus on the strategic goals and not be distracted by less important issues.

Objectives:

The central objectives of this Strategic Thinking, Analysis & Business Planning training course are as follows:

- Learn how to develop a plan to achieve the goals you want for you and your organization (company / division / business unit / team).
- Develop strategic thinking in your organization.
- Develop a strategic plan for your organization.
- Identify the principles and mechanisms that drive successful implementation.
- Develop measurable action plans that result in success.

Training Methodology:

This highly interactive Strategic Thinking, Analysis & Business Planning training course encourages delegate participation through a combination of short lectures, large and small group discussion, practical exercises, case studies, and breakout sessions to practice new skills. The comprehensive course manual has been designed to be practical, and easy to use. Delegates will gain the skills and motivation they need to design, develop and implement powerful but simple strategies.

Organisational Impact:

Enhanced Strategic Thinking and Business Planning training course enables an organization to increase stakeholder satisfaction through:

- A greater strategic perspective at all levels of the organization.
- Development of the next generation of strategic leaders.
- Development of specialist managers who are able and empowered to think strategically.
- Better appreciation by functional specialists / managers of the challenges faced by top management in steering an organization through change.
- Better internal communication at a strategic level.
- Creating tomorrow's organization out of today's.

Personal Impact:

Delegates will develop their ability to use strategic thinking to become more proactive and build business plans to implement strategic initiatives through:

- Greater confidence in understanding the potential strategic impact of current managerial roles.
- A better appreciation of the interconnected nature of major business decisions.
- Understanding how to shift from reacting to problems to making things happen the way you want for you and your organization.
- Knowing how to simplify—be able to deliver 3-5 critical things instead of struggling with 30-50 un-prioritised tasks.
- Developing and delivering long, medium, and short-term plans.

Course Outline:

DAY 1: Strategic Thinking and Planning

- The essence of strategy – core concept and definition of terms.
- The difference between good strategy and bad strategy.
- How to think strategically – practical techniques?
- Leadership and management, comparing strategy and operations.
- Strategic and operational goals – The significance and difference.
- Using the strategic management system.

DAY 2: Developing Strategy – The Power of Business Analysis

- Understanding the importance and value of a “Business Model”.
- Vision, values, mission and goals – Strategy as perspective.
- Analysing your business environment.
- How to evaluate your organisation’s competencies and capabilities?
- Resource-based approaches to strategy.

DAY 3: Strategy Development, Choice and Translation

- Levels of strategy: Corporate, business and functional.
- Competitive strategy – Strategy as position.
- Emergent strategies – Strategy as patterns.
- Uncertainty and scenarios – Strategy as plans.
- Strategic choice – How to select the best strategy.
- Translating strategy with strategy maps and balanced scorecards.

DAY 4: Embedding Strategy in the Organisation

- Communicating strategy and managing stakeholders.
- How to manage strategic risk?
- Alignment of operations with strategy.
- Strategic performance measurement.
- Managing implementation – Effective Execution of Strategy.
- Integrating strategic and operational management processes.

DAY 5: Bringing It All Together

- Building a strategy / Business planning team.
- Analysing business models and strategies in an industry.
- Understanding and overcoming psychological bias.
- Overview of the whole course.
- Action planning and next steps.

Program Agenda:

(1st 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"> • Strategic Thinking and Planning. • Developing Strategy – The Power of Business Analysis. • Strategy Development, Choice and Translation. • Embedding Strategy in the Organisation. • Bringing It All Together.
11.30	12.00	Coffee Break
12.00	14.00	<u>Strategic Thinking and Planning:</u> <ul style="list-style-type: none"> • The essence of strategy – core concept and definition of terms. • The difference between good strategy and bad strategy. • How to think strategically – practical techniques? • Leadership and management, comparing strategy and operations. • Strategic and operational goals – The significance and difference. • Using the strategic management system.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(2nd Day) Agenda

9.00	11.30	<u>Developing Strategy – The Power of Business Analysis:</u> <ul style="list-style-type: none"> • Understanding the importance and value of a “Business Model”. • Vision, values, mission and goals – Strategy as perspective. • Analysing your business environment.
11.30	12.00	Coffee Break
12.00	14.00	<u>Developing Strategy – The Power of Business Analysis:</u> <ul style="list-style-type: none"> • How to evaluate your organisation’s competencies and capabilities? • Resource-based approaches to strategy.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(3rd Day) Agenda

9.00	11.30	<u>Strategy Development, Choice and Translation:</u> <ul style="list-style-type: none"> • Levels of strategy: Corporate, business and functional. • Competitive strategy – Strategy as position. • Emergent strategies – Strategy as patterns.
11.30	12.00	Coffee Break
12.00	14.00	<u>Strategy Development, Choice and Translation:</u> <ul style="list-style-type: none"> • Uncertainty and scenarios – Strategy as plans. • Strategic choice – How to select the best strategy. • Translating strategy with strategy maps and balanced scorecards.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(4th Day) Agenda

9.00	11.30	<u>Embedding Strategy in the Organisation:</u> <ul style="list-style-type: none"> • Communicating strategy and managing stakeholders. • How to manage strategic risk? • Alignment of operations with strategy.
11.30	12.00	Coffee Break
12.00	14.00	<u>Embedding Strategy in the Organisation:</u> <ul style="list-style-type: none"> • Strategic performance measurement. • Managing implementation – Effective Execution of Strategy. • Integrating strategic and operational management processes.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(5th Day) Agenda

9.00	11.30	<u>Bringing It All Together:</u> <ul style="list-style-type: none"> • Building a strategy / Business planning team. • Analysing business models and strategies in an industry. • Understanding and overcoming psychological bias.
11.30	12.00	Coffee Break
12.00	14.00	<u>Bringing It All Together:</u> <ul style="list-style-type: none"> • Overview of the whole course. • Action planning and next steps.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch