



External Training Course

Strategic Planning and Execution

From 01 Jul. To 05 Jul. 2024
From 23 Sep. To 27 Sep. 2024
From 16 Dec. To 20 Dec. 2024

ibis Kuala Lumpur City Centre Hotel
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INTRODUCTION

Implementation skills are essential throughout the organisation within middle as well as senior management ranks. The fast-evolving national, international and global environment continues to pressure organisations and their managers to constantly increase their performance. This Strategic Planning and Execution provides participants with a number of concepts and frameworks that will enable them to critically evaluate the approach of organisations in different business sectors to strategic planning and execution. This Strategic Planning and Execution has been specifically designed to equip delegates with the knowledge, skills and understanding to implement strategic plans. The emphasis of this Strategic Planning and Execution training course is on putting strategies into action, which includes designing, delivering and supporting products; improving the efficiency and effectiveness of operations, and control systems and culture. This Strategic Planning and Execution training course will feature:

- The unique and important role of mid-level and senior managers in strategic planning and execution.
- Resource allocation, strategic planning, development and control.
- Corporate performance, governance and business ethics.
- Government, public sector and not-for-profit strategies.
- Managing strategic change.

OBJECTIVES

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

- Develop a broad knowledge and critical understanding of the role of the strategic management function within organisations.
- Define and to clarify the concepts of "strategic plans", "strategy implementation" and "change management".
- Gain the knowledge to be able to appreciate the main methods used to formulate and implement strategy.
- Use acquired knowledge to review organisation practice against given theoretical models and provide considered responses to given problems.
- Evaluate new concepts in this area and be able to illustrate essential understanding through application.

TRAINING METHODOLOGY

This Strategic Planning and Execution will utilise a variety of proven highly interactive learning techniques to ensure understanding and retention applicability of the information presented. This includes facilitated group and individual exercises, case studies for class work and discussion. The principles and approaches to strategy and implementation will be illustrated by real-life examples.

COURSE DETAILS & OUTLINES

DAY 1: The Dynamics of Strategy Development, Building a Cohesive Corporate Strategy

- The Dynamics of Purpose.
- The Dynamics of Resource Development.
- The Dynamics of Environmental Development.

DAY 2: Resource Allocation, Strategic Planning and Control

- Objectives, Task Setting and Communicating Strategy.
- Resource Allocation.
- Strategic Planning.
- Information, Monitoring and Control.

DAY 3: Corporate Performance, Governance and Business Ethics

- Stakeholders and Corporate Performance.
- Agency Theory.
- Governance Mechanisms.
- Ethics and Strategy.

DAY 4: Government, Public Sector and Not-For-Profit Strategies

- Examining the Environment in Public Sector Strategy.
- Analysing Resources in the Public and Non-profit Sectors.
- Describing the Purpose of Public and Not-for-Profit Organisations.
- Context, Content and Implementation in Public Sector Strategy.

DAY 5: Managing Strategic Change

- Causes of Change.
- Prescriptive Approaches to Managing Strategic Change.
- Emergent Approaches to Managing Change.
- Developing a Strategic Change Programme.