

Projacs
an egis company
بروجاكس للتدريب والتطوير
Projacs Training and Development

Strategy Roadmap and Planning

البرنامج الشامل في اعداد وتنفيذ الخطط الاستراتيجية

08 – 12 June 2020

Istanbul / Turkey

A Member of:
PROJACS ACADEMY

ProjacsAcademy.com

Introduction

Few of us would get in the car to take a trip without a road map, unless we know how to get where we're going. Strategic planning serves as a road map to help an organization or business figure out how to get where it wants to go. The process includes examining strengths, weaknesses, opportunities, and threats, and then planning future operations in a prioritized and realistic manner. This workshop will provide an overview of how to get ready for and undertake the strategic planning process so as to create a road map that your organization can follow and get to its desired destination.

Objectives

By the end of this course practitioners shall learn to:

- Acknowledge the managerial process of crafting and executing strategy
- Use Applied strategic planning-ASP as a reliable tool
- Apply SWOT analysis prior to decision making
- Acknowledge the relation between Administrative Strategic Planning and Change Management
- Use a Strategy Planning: to Creating Successful Roadmap
- Find comprehensive solutions to devise an effective Strategic Roadmap

Who Should Attend?

The Nominees for this course is all employees of all departments, preferably:

1- All heads and mangers of Department
2- All Section Head

Course Outline

Day One

- **The Managerial Process of Crafting and Executing Strategy**
  - The Strategy-Making, Strategy-Executing Process
  - Developing a Strategic Vision
    - Key Elements of a Strategic Vision
    - Characteristics of a Mission Statement
    - Key Elements of a Mission Statement
    - Linking the Vision With Company Values
    - Communicating the Strategic Vision
    - Overcoming Resistance to a New Strategic Vision
    - Payoffs of a Clear Strategic Vision
  - Setting Objectives
    - Characteristics of Objectives
    - Types of Objectives Required
    - Balanced Scorecard Approach – Strategic and financial Objectives
    - Short-Term vs. Long-Term Objectives
    - Concept of Strategic Intent
    - Characteristics of Strategic Intent
    - Objectives Are Needed at All Levels
    - Importance of Top-Down Objectives

Day Two

  - Crafting a Strategy
    - Activities Involved in Crafting a Strategy
    - Who Participates in Crafting a Company's Strategy?
    - Strategizing: An Individual or Team Responsibility?
    - Levels of Strategy-Making in Various Company
      - ❖ Tasks of Corporate Strategy
      - ❖ Tasks of Business Strategy
      - ❖ Tasks of Functional Strategies
      - ❖ Tasks of Operating Strategies
    - Uniting the Company's Strategy-Making Effort
    - What Is a Strategic Plan?
  - Implementing and Executing Strategy
    - What Does Strategy Implementation Involve?
    - Characteristics of Good Strategy Execution

- Evaluating Performance and Making Corrective Adjustments
  - Monitoring, Evaluating, and Adjusting as Needed
  - Corporate Governance: Strategic Role of a Board of Directors
  - Good Corporate Governance Matters

Day Three

- **Applied strategic Planning-ASP**
  - Definition Of Applied Strategic Planning Asp
  - Why Organization Need Strategic Planning?
    - **Phase One:** Planning To Plan
      - environmental Monitoring
      - ongoing Implementation Considerations
    - **Phase Two:** The Values Scan
    - **Phase Three:** Mission Formulation
    - **Phase Four:** Strategic Business Modeling
    - **Phase Five:** Performance Audit
    - **Phase Six:** Gab Analysis
    - **Phase Seven:** Contingency Planning
    - **Phase Eight:** Integrating Action Plans
    - **Phase Nine:** Implementation

  - **SWOT analysis**
    - Meaning of 'SWOT'
    - SWOT Analysis
    - Example of SWOT analysis

Day Four

- **Administrative Strategic Planning and Change Management**
  - Why is Strategic Planning Critical?
  - Presentation Purpose
  - Background
  - What is Strategic Planning?
  - What is Change Management?
  - Benefits of Strategic Planning and Change Management
  - The Strategic Planning Model
  - Strategic Planning Process
    - Data Collection & Analysis
    - Planning Sessions
    - Strategic Plan
    - Planning team

- Implementation strategy and change initiative
  - ❖ Communication Plan
  - ❖ Key Measures
  - ❖ Accountability for Projects & Initiatives
  - ❖ Monthly Tracking
  - ❖ Strategic Planning Schedule

Day Five

- **Strategic planning -Focus on Performance**
- **Planning Best Practice Principles**
- **An Strategic Planning Roadmap**
- **Strategy Planning: Creating your Roadmap to Success**
  - Success Factors Framework
  - 7 success factors
  - Data Driven Decision Making
  - Employer Engagement
  - Partnership Building
  - Leveraging Resources
  - Continuum of Participant Support
  - Policy Alignment

- **The Strategic Roadmap a comprehensive solution**
  - Introduction
  - Roadmap goals
  - Strategic Roadmap
    - Information for Decision Making
    - Replace the Base
    - Redesign Processes
    - Enhance & Renew Systems
    - Stakeholder Success

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation
- slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, and case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- Technical Session 08.30-10.00 am
- Coffee Break 10.00-10.15 am
- Technical Session 10.15-12.15 noon
- Coffee Break 12.15-12.45 pm
- Technical Session 12.45-02.30 pm
- Course Ends 02.30 pm

Course Fees*

- **2,950USD**
  **VAT is Excluded If Applicable*

مقدمة

أن لم نعرف الى اين نحن ذاهبون ، عدد قليل منا يفكر فى القيام برحلة بالسيارة بدون وضع خارطة طريق . تتضح اهمية التخطيط الاستراتيجي كخارطة طريق لمساعدة الفرد أو منظمة الأعمال على كيفية الحصول على حيث الاتجاهات التى تصل بها الى هدفها. وتتضمن عملية التحليل الاستراتيجى عن طريق دراسة نقاط القوة والضعف والفرص والتهديدات ، ومن ثم يوفروضع الاولويات الواقعية عند التخطيط للعمليات المستقبلية. الوقت والمجهود للوصول الى اهدافك.

توفر الدورة التدريبية لمحة عامة عن كيفية الاستعداد لعملية التخطيط الاستراتيجي وكيفية تنفيذها وذلك بهدف وضع خارطة الطريق التي يمكن أن تضعها المؤسسة للوصول الى الهدف المرجو .

أهداف البرنامج

في نهاية هذه الدورة المتدربين سوف يتمكن المتدربون من:

- التعرف على العملية الإدارية فى صياغة وتنفيذ الاستراتيجية
- استخدام التخطيط الاستراتيجي التطبيقي -ASP كأداة موثوقة
- تطبيق التحليل الاستراتيجى SWOT قبل صنع القرار
- التعرف على العلاقة بين إدارة التخطيط الاستراتيجي وإدارة التغيير
- استخدام التخطيط الاستراتيجي : للتوصل الى أنجاح خارطة الطريق
- التعرف على حلول استراتيجية شاملة لوضع خارطة طريق فعالة

الحضور

والمرشحون لهذه الدورة هو جميع العاملين في جميع الإدارات، ويفضل :

- جميع رؤساء ومديري إدارة
- جميع رئيس الأقسام