

Practical Business Planning

Developing and Delivering an Effective Plan

| Date | Venue | Fees |
|------------------|--------|---------|
| 01 - 05 Apr 2019 | London | \$5,950 |
| 13 - 17 Oct 2019 | Dubai | \$5,950 |

Training Course Overview

Business planning is an essential management tool enabling an enterprise both to succeed in a global marketplace and to be accountable to its shareholders, but the process must be supported by effective project management to ensure that plans do not become merely decorative “shelfware”.

Too often, business planning is an onerous annual chore driven by financial numbers alone, instead of a powerful method of defining and delivering profitable change for the organization.

This Anderson training course demonstrates a practical and robust method to produce a business vision, based on analysis and debate, which is then delivered through a coherent programme of projects delivered by engaged and accountable managers.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Design and manage a business planning process which suits their business
- Mobilize the resources and information required to produce a robust business plan
- Analyze their business environment to develop a plan which will deliver the “business vision”
- Finalize and communicate a business plan to the stakeholders affected by the plan
- Direct and manage the delivery of the plan through a coherent PRINCE2 programme

The Certificate

- Anderson Certificate of Completion will be provided to delegates who attend and complete the course.



Designed for

This Anderson training course is suitable for a wide range of professionals but will greatly benefit:

- Senior leaders in Marketing, Finance, Operations and HR functions
- Headquarters staff in complex organizations across all business sectors and public administration
- Departmental heads responsible for components of the business plan
- Senior Programme and Project Management staff
- Small and Medium Enterprise (SME) leaders aiming to grow their businesses

Training Course Outline

Amongst a wide range of valuable topics, the following will be prioritised:

- Introduction – planning as leadership
- Business Planning as a cross-business process – “Train hard, fight easy!”
- Using the Fishbone© approach to shape the problem for an imaginary client described in student case study material
- Appraisal of the plan start point
- Porter’s Five Forces analysis, SWOT and Force-field analysis
- The Boston Matrix, The Ansoff Matrix and The Communications Matrix©
- PRINCE2 programme/project management
- Plan delivery and governance
- Communicating the plan to stakeholders
- Monitoring and celebrating success

OUR QUALITY STANDARD

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