



Certificate in Strategy Excellence: From Strategic Vision to Tactical Execution

A Good Strategy is Valued by its Execution

► Upcoming Sessions

| | | |
|----------------|--------------|---------|
| 22-26 Jul 2024 | Dubai - UAE | \$5,950 |
| 21-25 Oct 2024 | Rome - Italy | \$5,950 |
| 25-29 Nov 2024 | London - UK | \$5,950 |
| 06-10 Jan 2025 | London - UK | \$5,950 |
| 21-25 Jul 2025 | Dubai - UAE | \$5,950 |
| 20-24 Oct 2025 | Rome - Italy | \$5,950 |

► Training Details

Training Course Overview

This Anderson training course offers a comprehensive approach to understanding strategy formulation and implementation. It presents professionals and leaders with the opportunity to effectively translate strategy into streamlined operational performance. Strategy Focused Organizations (SFOs) demand a robust execution framework that facilitates both long and short-term planning cycles, strategically and financially. This framework supports all management processes, ensuring continual performance review, evaluation, and tracking of the effectiveness of strategic initiatives. The course establishes the foundation for integrating strategy, planning, operations, and risk onto a unified platform.

Yet, a sound strategy alone isn't sufficient for success—it necessitates a proven execution model to actualize the organizational vision. In 2006, the Monitor Group's survey of Senior Executives revealed that "Strategy Execution" ranked as their top priority. Subsequent surveys have consistently shown that 60 to 80 percent of companies fall short of their strategic plan targets due to poor execution. Professors Robert Kaplan and David Norton, renowned for their work on the Balanced Scorecard (BSC) and Strategy Execution, conducted a survey highlighting that most organizations lack formal systems to support strategy execution.

Training Course Objectives

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

- Define and develop strategy and how to turn strategy into an effective operational performance
- Understand the key components of a successful strategy management system, the tools and the techniques used to support execution
- Identify and manage the human factors and their impacts on Strategy Execution
- Learn the fundamentals of Business Planning, Execution, Progress/ Results Measurement and Reporting
- Distinguish the concept of Performance Contract between the CEO of the organisation and

the Chairman of the Board

Designed For

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

- ▶ Line and functional managers
- ▶ Professionals responsible for strategy, marketing, business development, operations, HR, product development and other functional departments within businesses and other organisations
- ▶ Intermediate and advanced level managers
- ▶ Team leaders and supervisors within all sectors, private and public, profit and not-for-profit

▶ Training Details

Day One: Understanding Strategy and Strategy Execution

- ▶ Defining and Understanding of Strategy
- ▶ Linking Strategy to Action
- ▶ Setting Long Term Organisational Destination - Strategy is about Where are you Heading
- ▶ Strategy Documentation, Communication and Duration
- ▶ Defining Strategy and Operational Effectiveness - What is the difference?
- ▶ Barriers and Success Factors related to Strategy Execution including Leadership and Culture

Day Two: From Vision to Results: The Planning and Execution Framework

- ▶ Understanding the distinction between Strategy, Operations and Tactics
- ▶ How Planning and Execution Work
- ▶ Impact of Mission and Vision Statements on Strategic Planning
- ▶ Mission Analysis and Mission Leadership
- ▶ Measuring Progress and Results
- ▶ The Gap between Strategy and Performance

Day Three: Turning Strategy into Actionable Plan

- ▶ Invisibility of Performance Bottlenecks to Top Management
- ▶ Under Performance Culture Impact on Strategy and Performance Gap
- ▶ How to close the strategy and performance gap
- ▶ The Four Successful Steps in Turning Strategy into Actionable Plan
- ▶ Building A Strategy - Focused Organisation (SFO)
- ▶ The Six Loop Strategy Execution System including the Office of Strategy Management (OSM)

Day Four: Understanding the Meaning of Performance Measurements and Management

- ▶ Why do we need Performance Management System?
- ▶ Characteristics of Good Measures
- ▶ The Balanced Scorecard
- ▶ Defining Critical Success Factors
- ▶ Organisational Excellence
- ▶ How to Develop and Standardise Performance Metrics

Day Five: Implementing a Successful Performance Management System

- ▶ Gaining Management Commitment and Selecting a Winning Team
- ▶ Planning for Success - Strategic Business Planning Framework
- ▶ Performance Contract Framework
- ▶ The usage of charts in presenting effective reports
- ▶ Complete exercise on how to develop a Balanced Scorecard from scratch
- ▶ Conclusion and Wrap Up

► The Certificate

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

► INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

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Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

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