



## Implementing your Strategic Vision through Practical Planning

### ► Training Details

#### The Structure

This comprehensive Anderson training course consists of two modules which can be booked as a 10-Day Training event, or as individual, 5-Day training courses.

Module 1 - [Practical Business Planning](#)

Module 2 - [Leadership & Strategic Impact](#)

### ► Training Details

#### Module 1: Practical Business Planning

##### Day One: Introduction and Background

- ▶ Introduction – planning as leadership
- ▶ Business Planning as a cross-business process – “Train hard, fight easy!”
- ▶ Bottom-up and Top-down planning approaches
- ▶ Resources and facilities required for successful planning
- ▶ Financial Planning and Business Planning
- ▶ The importance of practical delivery – “where the rubber meets the road!”

##### Day Two: The Planning Workshop – Walk-through of the “Fishbone”<sup>®</sup> Method

- ▶ Using the Fishbone<sup>®</sup> approach to shape the problem for an imaginary client described in student case study material
- ▶ Appraisal of the plan start point
- ▶ Formulation of the desired end-state
- ▶ Analysis of the “terrain of travel”
- ▶ Planning for **Effectiveness**
- ▶ Planning for **Efficiency**

##### Day Three: Using the Planner’s Toolkit

- ▶ Porter’s Five Forces analysis
- ▶ SWOT and Force-field analysis
- ▶ The Boston Matrix
- ▶ The Ansoff Matrix
- ▶ The Communications Matrix<sup>®</sup>
- ▶ The Balanced Scorecard

##### Day Four: Plan Delivery through Projects

- ▶ PRINCE2 programme/project management
- ▶ Plan delivery and governance
- ▶ Engaging and motivating the organization's resources
- ▶ Business Planning as part of Total Quality Management and "Lean"
- ▶ Measurement and Display
- ▶ Building a planning culture

## **Day Five: From Concept to Practical Reality**

- ▶ Communicating the plan to stakeholders
- ▶ Stepping stones, trip-ups and milestones
- ▶ Resourcing the projects
- ▶ Monitoring and celebrating success
- ▶ Continuous improvement of the process
- ▶ The "proof of the pudding"

## **Module 2: Leadership & Strategic Impact**

### **Day Six: Strategic Challenges Faced by Leaders**

- ▶ Strategy Development and Strategic Planning
- ▶ Understanding Stakeholder Interests – A Compromise
- ▶ Life cycles: business, product, market
- ▶ Achieving business sustainability, the value chain
- ▶ Popular strategy tools - understanding their limits
- ▶ Understanding the business environment

### **Day Seven: New Approaches to Strategy Development**

- ▶ Strategizing is a process
- ▶ Strategy Tools: imagining possible futures
- ▶ Examples: how CEO's use strategy tools
- ▶ Zoom in, zoom out – information needed for emergent, agile strategies
- ▶ Red & Blue Ocean strategies – role of competitors
- ▶ Innovation: Attitudes to failure

### **Day Eight: Strategic Leaders: Influence and Communication**

- ▶ Vision, Mission and Values – just words?
- ▶ Elements of strategic management
- ▶ Globalisation and its impact on Strategy Formulation
- ▶ Tactics for securing and keeping customers
- ▶ Communicating priorities and objectives
- ▶ Using influence to achieve outcomes

### **Day Nine: What you Measure is What you Get**

- ▶ Using the Balanced Scorecard as a strategic measurement tool
- ▶ Strategy mapping
- ▶ Developing KPI's to deliver corporate objectives
- ▶ Measuring past performance, predicting future results
- ▶ Business processes, management reviews and improvement opportunities
- ▶ People plus data, leads to understanding, knowledge and tactics

### **Day Ten: Personal Challenge - Plan to Act**

- ▶ Planning, the key to better outcomes
- ▶ Addressing barriers to action
- ▶ Gaining commitment
- ▶ Leading teams
- ▶ Team exercise – making decisions, taking action
- ▶ Reflections on learning, personal development plans

## **► The Certificate**

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

► INFO & IN-HOUSE SOLUTION

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

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