

# STRATEGIC THINKING AND PLANNING

## COURSE OVERVIEW

The "Strategic Thinking and Planning" course is designed to equip participants with the knowledge and skills to think strategically and develop effective plans to drive organizational success. Over five days, participants will explore the concepts of strategic thinking, learn practical tools and frameworks for strategic analysis, and develop the ability to formulate and implement strategic plans. Through interactive discussions, case studies, and hands-on exercises, participants will enhance their strategic mindset and gain practical insights into strategic planning processes.

## TARGET COMPETENCIES

- Strategic Thinking and Analysis
- Environmental Scanning and SWOT Analysis
- Setting Strategic Goals and Objectives
- Strategy Formulation and Choice
- Strategic Planning Process and Implementation
- Decision-making for Strategic Alignment
- Communication and Collaboration for Strategic Execution.

## COURSE OBJECTIVES

By completely attending this course, participants will learn how to:

- Understand the importance of strategic thinking and planning in achieving organizational goals.
- Develop a strategic mindset and the ability to view issues and opportunities from a strategic perspective.
- Gain proficiency in using strategic analysis tools and frameworks to assess internal and external environments.
- Learn techniques for identifying and prioritizing strategic goals and objectives.
- Develop skills in formulating and implementing effective strategic plans.
- Enhance decision-making abilities for strategic choices and resource allocation.
- Foster collaboration and communication skills for strategic alignment and buy-in.

## TARGET AUDIENCE

- Executives and Senior Leaders.
- Managers and Department Heads
- Business Analysts and Strategists
- Project Managers
- Entrepreneurs and Business Owners
- Professionals from various functions
- Professionals Seeking Career Growth

To register or for complete course information

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# **COURSE METHODOLOGY**

This course uses blended learning including lectures, discussions, case studies, and exercises to promote strategic thinking and collaboration. It fosters active participation and allows reflection on organizational challenges, guiding participants in developing actionable plans.

## **COURSE OUTLINE**

### **INTRODUCTION TO STRATEGIC THINKING AND PLANNING**

- Understanding the importance of strategic thinking and planning
- Differentiating between operational and strategic thinking
- Developing a strategic mindset and perspective.

### **SETTING STRATEGIC DIRECTION AND VISION**

- Defining the organization's mission, vision, and values
- Establishing strategic goals and objectives
- Aligning strategic direction with the organization's purpose and stakeholders' interests

### **STRATEGIC ANALYSIS AND ENVIRONMENTAL SCANNING**

- Tools and frameworks for strategic analysis.
- Conducting SWOT analysis for strategic insights.
- Assessing the internal and external environments.
- mission and vision.

### **SETTING STRATEGIC GOALS AND OBJECTIVES**

- Identifying and prioritizing strategic goals.
- Establishing SMART objectives for strategic alignment.
- Linking goals and objectives to the organization's mission and vision.

### **STRATEGY FORMULATION AND CHOICE**

- Generating strategic options and alternatives
- Evaluating and selecting strategic choices
- Considering risk and uncertainty in strategic decision-making.

### **STRATEGIC PLANNING PROCESS AND IMPLEMENTATION**

- Designing the strategic planning process
- Developing action plans and timelines
- Monitoring and adapting strategic plans for success

### **UNDERSTANDING CHANGE MANAGEMENT AND STRATEGIC PLANNING**

- Introduction to change management and its role in organizational success.
- Exploring the connection between change management and strategic planning.
- Understanding the importance of aligning change initiatives with strategic goals.
- The impact of change management on strategy implementation and execution.
- Developing change management plans to support strategic initiatives.
- Assessing and managing risks associated with change during strategic implementation.

### **INTEGRATING CHANGE MANAGEMENT INTO THE STRATEGIC PLANNING PROCESS**

- The role of change management in each phase of the strategic planning process.
- Identifying and addressing potential resistance to change during strategic planning.
- Developing strategies to effectively communicate and engage stakeholders in the change process.

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