

# STRATEGIC PLANNING AND THINKING AND BUILDING BUSINESS PLANS

## COURSE OVERVIEW

This course is designed to equip participants with the essential skills and knowledge to develop effective strategic plans and robust business plans. Participants will learn how to analyze market dynamics, set achievable goals, and create actionable plans to drive business growth and sustainability. Through practical exercises and case studies, participants will gain hands-on experience in strategic thinking, identifying competitive advantages, and crafting comprehensive business plans that align with organizational goals.

## TARGET COMPETENCIES

- Strategic Thinking
- Goal Setting and Objectives
- Competitive Analysis
- Market Research
- Visionary Leadership
- Business Plan Development

## COURSE OBJECTIVES

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

- Understand and apply strategic thinking frameworks to real-world business scenarios.
- Develop and set SMART goals that align with organizational objectives.
- Conduct comprehensive competitive and market analysis to identify business opportunities.
- Gain insights into visionary leadership and its impact on strategic planning.
- Create a detailed and actionable business plan tailored to the specific needs of an organization.
- Enhance skills in market research and customer segmentation to drive business growth.
- Learn to track and monitor performance metrics to ensure the achievement of strategic goals.

## TARGET AUDIENCE

Ideal for business leaders, managers, entrepreneurs, strategic planners, consultants, and project managers seeking expertise in strategic thinking, goal setting, market analysis, and business plan development.

To register or for complete course information

Office: +971 4 430 8394 | WhatsApp: +971 50 454 9895 | Email: [courses@viftraining.com](mailto:courses@viftraining.com)

web: [www.viftraining.com](http://www.viftraining.com)

# **COURSE METHODOLOGY**

The course utilizes interactive presentations, practical case studies, and hands-on exercises. Participants engage in group discussions and individual tasks to apply strategic frameworks and develop actionable business plans effectively.

## **COURSE OUTLINE**

### **STRATEGIC THINKING**

- Introduction to Strategic Thinking.
- Frameworks for Strategic Analysis.
- Tools for Strategic Decision-Making.
- Scenario Planning.
- Strategic Thinking in Practice.

### **GOAL SETTING AND OBJECTIVE**

- Introduction to Goal Setting.
- SMART Goal Setting.
- Types of Goals.
- Aligning Goals with Strategic Objectives.
- Metrics and Key Performance Indicators.
- Goal Tracking and Monitoring.

### **COMPETITIVE ANALYSIS**

- Introduction to Competitive Analysis.
- Frameworks for Competitive Analysis.
- Market Positioning Strategies.
- Competitor Analysis.
- Customer Analysis.

### **MARKET RESEARCH**

- Introduction to Market Research.
- Types of Market Research.
- Research Design and Methodologies.
- Customer Segmentation.
- Analyzing Customer Preferences and Behaviors.

### **VISIONARY LEADERSHIP**

- Introduction to Visionary Leadership.
- Characteristics of Visionary Leaders.
- Strategic Thinking and Planning.
- Empowering and Developing Others.
- Leading Change and Adaptation.

### **BUSINESS PLAN DEVELOPMENT**

- Introduction to Business Planning.
- Executive Summary.
- Business Description and Mission Statement.
- Market Analysis and Customer Segmentation.
- Marketing and Sales Strategy.
- Operational Plan.

Virginia Institute of Finance and Management

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