



# STRATEGIC THINKING & BUSINESS PLANNING

## New York

18 - 22 Dec 2017

16 - 20 Jul 2018

17 - 21 Dec 2018

## Prague

17 - 21 Sep 2018

## London

15 - 19 Jan 2018

02 - 06 Jul 2018

05 - 09 Nov 2018

## Amsterdam

01 - 05 Oct 2018

## Toronto

13 - 17 Aug 2018

# STRATEGIC THINKING & BUSINESS PLANNING

## INTRODUCTION

This training seminar gives you a robust practical framework to formulate, develop, and implement plans for achieving strategic goals and realising your vision. It shows you how to break out of responding to day-to-day problems so you can build a team or organization that is more proactive and resilient to change.

The comprehensive, step-by-step method shows you how to develop the right strategy then translate it into a business plan that provides the foundation for achieving strategic alignment of operational plans and individual objectives.

### This training seminar highlights:

- The difference between good and bad strategies
- Improving the performance of an existing company/division/department when faced with major change in business conditions
- Balancing financial and non-financial objectives and goals
- Growing an existing company/division/department
- Aligning all activity to focus on the strategic goals and not be distracted by less important issues

## OBJECTIVES

### The central objectives of this training course are as follows:

- Learn how to develop a plan to achieve the goals you want for you and your organization (company/division/business unit/team)
- Develop strategic thinking in your organization
- Develop a strategic plan for your organization and for yourself
- Identify the principles and mechanisms that drive successful implementation
- Develop measurable action plans that result in success
- Identify, measure, and track critical success factors

## TRAINING METHODOLOGY

This highly interactive training course encourages delegate participation through a combination of short lectures, large and small group discussion, practical exercises, case studies, and breakout sessions to practice new skills. The comprehensive training course manual has been designed to be practical, and easy to use. Delegates will gain the skills and motivation they need to design, develop and implement powerfully simple strategies.

## ORGANISATIONAL IMPACT

Enhanced Strategic Thinking and Business Planning enables an organization to increase stakeholder satisfaction through:

- A greater strategic perspective at all levels of the organization
- Development of the next generation of strategic leaders
- Development of specialist managers who are able and empowered to think strategically
- Better appreciation by functional specialists/managers of the challenges faced by top management in taking a company forward in changing conditions
- Better internal communication at a strategic level within the company/division/business unit/team
- Creating tomorrow's business out of today's

## PERSONAL IMPACT

Delegates will develop their ability to use Strategic Thinking to become more proactive and build business plans that implement these strategic initiatives through:

- Greater confidence in understanding the potential strategic impact of current managerial roles
- A better appreciation of the systemic nature of major business decisions
- Understanding how to change from reacting to problems to making things happen the way you want for you and your organization
- Knowing how to simplify—manage 3-5 critical things instead of managing 30-50 un-prioritised tasks
- Developing and implementing long, medium, and short-term plans

## WHO SHOULD ATTEND?

This training seminar provides a vital knowledge base to prepare for greater responsibility and moving into more senior roles. It will benefit managers who are about to take on strategic responsibility; those who have recently done so and more established senior managers who want to update their knowledge, including:

- Business Managers
- Team Leaders
- Process Leaders
- Functional Managers
- Project Managers
- Newly-appointed Senior Managers

## DAY 1

### Strategic Thinking and Making Things Happen

- The Essence of Strategy - core concept and definition of terms
- The Difference between Good strategy and Bad strategy
- How we think Strategically? - Analytical and Creative thinking
- Leadership and Management, comparing the strategic and operational levels
- Strategic and Operational Goals - the significance and difference
- Two key roles: Chief Executive Officer & Chief Operating Officer

## DAY 2

### Strategic Planning – The Power of Business Analysis

- Understanding the Concepts of “Corporate Strategy”, “Business Strategy” and the “Business Model”
- Vision, Values, Mission and Goals – case examples and guidelines
- Practical group exercise on Vision and Mission Statements
- Understanding the Impact of Globalisation
- Cost-based Strategies vs. Differentiation-based Strategies
- Competitive Strategy and ‘blue sky’ alternatives

## DAY 3

### Strategy Development, Choice and Operationalisation

- Levels of Strategy: Corporate, Business and Functional
- Using the Strategic Management System
- Analysing your Business Environment
- How to Evaluate your Organization’s Competencies and Capabilities
- Resource-based Approaches to Strategy
- Strategic Choice – How to make strategy selection decisions?

## DAY 4

### Embedding Strategy in the Organisation

- How to Manage Strategic Risk?
- Uncertainty and Scenario Planning
- The Relevance and Contribution of Strategy Maps and Balanced Scorecards
- Alignment of Operations with Strategy
- Key Results Indicators and Strategic Performance Measurement
- Integrating Strategic and Operational Management Processes

## DAY 5

### Bringing It All Together

- Managing Implementation – effective execution of strategy
- Stakeholders and Communications
- Building a Strategy / Business Planning Team
- The Future of Strategic Management
- Overview of the whole course
- Action planning and next steps



# Strategic Thinking & Business Planning

Date	Venue	Fees
18 - 22 Dec 2017	New York	\$6,950
15 - 19 Jan 2018	London	\$5,500
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16 - 20 Jul 2018	New York	\$6,950
13 - 17 Aug 2018	Toronto	\$6,950

Date	Venue	Fees
17 - 21 Sep 2018	Prague	\$5,500
01 - 05 Oct 2018	Amsterdam	\$5,500
05 - 09 Nov 2018	London	\$5,500
17 - 21 Dec 2018	New York	\$6,950

## REGISTRATION DETAILS

LAST NAME: \_\_\_\_\_  
FIRST NAME: \_\_\_\_\_  
DESIGNATION: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
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## AUTHORISATION DETAILS

AUTHORISED BY: \_\_\_\_\_  
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## PAYMENT DETAILS

- Please invoice my company  
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## CERTIFICATION

Successful participants will receive GLOMACS' Certificate of Completion

## 4 WAYS TO REGISTER

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## TERMS AND CONDITIONS

- Fees - Each fee is inclusive of Documentation, Lunch and refreshments served during the entire seminar.
- Mode of Payment - The delegate has the option to pay the course fee directly or request to send an invoice to his/her company/ sponsor. Credit card and cheque payments are both acceptable.
- Cancellation / Substitution - Request for seminar cancellation must be made in writing & received three (3) weeks prior to the seminar date. A US\$ 250.00 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.
- Hotel Accommodation - is not included in the course fee. A reduced corporate rate and a limited number of rooms may be available for attendees wishing to stay at the hotel venue. Requests for hotel reservations should be made at least three (3) weeks prior to the commencement of the seminar. All hotel accommodation is strictly subject to availability and terms and conditions imposed by the hotel will apply.
- Attendance Certificate - a certificate of attendance will only be awarded to those delegates who successfully completed/ attended the entire seminar including the awarding of applicable Continuing Professional Education Units/Hours.
- Force Majeure - any circumstances beyond the control of the Company may necessitate postponement, change of seminar venue or substitution of assigned Instructor. The Company reserves the right to exercise this clause and implement such amendments.
- Fair Access / Equal Opportunities - In the provision of its services as a world-class Training Provider, the Company is committed to provide fair access / equal opportunities throughout the delivery of its courses and assessment leading to the completion of training seminars, or 3rd party qualifications/certifications.

# GLOMACS

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