



# STRATEGY & STRATEGIC PLANNING

**London**

12 - 16 Feb 2018  
30 Apr - 04 May 2018  
03 - 07 Dec 2018

**Kuala Lumpur**

25 - 29 Jun 2018

**Marbella**

09 - 13 Jul 2018

**New York**

10 - 14 Sep 2018

**Budapest**

08 - 12 Oct 2018

**Prague**

05 - 09 Nov 2018



# STRATEGY & STRATEGIC PLANNING

## INTRODUCTION

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All managers need to understand and deal with the major changes that are taking place in markets, technologies, competition and risk - plus the over-arching influence of globalisation. These changes are affecting organisations of all types and sizes.

Strategy and strategic planning are the activities that enable managers to create the successful organisation of the future. To achieve this a strategic planning team must understand how to use all the resources available to the organisation in such a way as to (a) cope with continuous development of the business environment, (b) secure competitive performance through effective analysis and planning, (c) prioritise change, and (d) align and implement the activities that form the strategic plan. All this demonstrates why an understanding of business strategy is vital to all managers in every sector of business.

This training seminar will highlight:

- Learning how to apply leading-edge thinking in strategic analysis / planning
- Evaluating the choices faced by any organisation in developing the future
- Producing a strategic plan that serves as a road map for action
- Understanding best practice in implementing strategic programmes and projects
- Designing an effective linkage between strategic management and operational management

## OBJECTIVES

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At the end of this training seminar you will learn to:

- Leverage the value of strategy and strategic planning
- Design a strategic planning process for your organisation
- Analyse options and make robust choices in setting goals and objectives
- Take full advantage of the opportunities of globalisation
- Lead effective change within your part of your organisation

## WHO SHOULD ATTEND?

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This training seminar is designed for experienced professionals from any industry and any specialisation who wish to gain a broader appreciation of the dynamics of business development and develop their personal roles in creating the future for their organisation. In the past our delegates have included the following:

- Specialists in Marketing and Business Development
- Experienced Managers / Leaders in Finance and Accounting
- Specialists in Production and Operations Management
- Scientists in Research and Development
- Logistics and Distribution Specialists

## ORGANISATIONAL IMPACT

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In sending delegates to this training seminar the organisation will gain the following benefits:

- Better decision-making and time/resource allocation - leading to improved organisational performance
- Introduction of strategic thinking into all levels of the organisation
- Top management having more confidence in the decisions of its staff
- An improved approach to planning at strategic and operational levels
- Sharply focused views on the extent and direction of change required for success
- More effective programme and project implementation by managers

## TRAINING METHODOLOGY

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The training process is based on a carefully planned combination of highly focused tutor input, using a balanced set of state-of-the-art learning mechanisms. The emphasis will be on studying real organisations making major strategic decisions. Above all, the principles and approaches to strategy and strategic management will be illustrated by reference to real-life organisations with which the training seminar leader has been personally involved. We will use the following training methods.

- Presentations by the seminar leader, including case examples
- Group work on case studies based on analysis, interaction and discussion
- Presentations by subject experts on aspects of strategy, strategic planning and organisational change
- Focused problem-solving exercises, including "outside the box" thinking
- Decision analysis in different strategic and competitive conditions

## PERSONAL IMPACT

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In attending this training seminar delegates will acquire the following skills and competencies:

- Improved career flexibility and prospects
- Accelerated thinking speed and problem resolution
- Detailed understanding of the strategic impact of individual specialisms
- Improved leadership and teamworking capabilities
- Innovative approaches in ensuring the most effective impact of individual specialisms
- Understanding of best practice in strategic planning and how to apply this

## DAY 1

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### Strategic Thinking and External Analysis

- Definitions of Strategy and Strategic Planning?
- Why are Strategy and Strategic Planning important?
- Understanding the Main Frameworks for Strategic Analysis
- Private and Public Sector Strategies – similarities and differences
- External Analysis - understanding and analysing business attractiveness
- Analysing Customers and Benchmarking your own Strategic Position
- How Attractive is the Game that we have chosen to Play?

## DAY 2

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### Internal Analysis and Fusion into Strategic Choice

- The Interface and Balance of External and Internal Analysis
- Internal Analysis: Financial
- Internal Analysis: Non-financial
- The Concept and Practicalities of the “balanced scorecard”
- Diagnosing and Analysing Strategic Problems and Opportunities
- Fusion of Analysis into Strategic choices - SWOT and the strategy matrix
- How well are we playing the game that we have chosen to play?

## DAY 3

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### Strategic Plans and the Relevance of Alliances and Joint Ventures

- Review of the Tools used so far
- The Content of a Strategy: Avoiding “paralysis by analysis”
- Putting a Strategic Plan together – the 5-Page Framework
- A Real-life Example of a Business Strategy / Strategic Plan
- Strategies for Alliances and Joint Ventures
- Management of Alliances and Joint Ventures
- Examples of Best Practice in Alliances and Joint Ventures

## DAY 4

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### Global Strategy, Team Building and the Management of Internal Communication

- The Essence of Globalisation and Global Strategy
- Globalisation – the Strategic Dimension
- Globalisation – the Organisational Dimension
- Globalisation – the Human Dimension
- How to Build and Manage a Strategic Planning Team
- Communicating Strategy through the Organisation
- Gaining your team’s commitment and buy-in to the Strategy

## DAY 5

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### Strategic Implementation and Getting the Value out of Strategy

- Alignment of Strategy, Culture, Structure and People
- Effective Execution - converting strategic analysis and planning into action
- Aligning and Linking Strategy with Operational Objectives
- Implementation – getting practical things done
- Creating Tomorrow’s Organisation out of Today’s Organisation
- Strategic Planning at a Personal Level
- Overview - The Complete Strategy Process
- Summary and Conclusions - The Corporate and Individual value of Strategic Planning



# STRATEGY & STRATEGIC PLANNING

Code	Date	Venue	Fees
MG025	12 - 16 Feb 2018	London	\$5,500
MG025	30 Apr - 04 May 2018	London	\$5,500
MG025	25 - 29 Jun 2018	Kuala Lumpur	\$5,500
MG025	09 - 13 Jul 2018	Marbella	\$5,500
MG025	10 - 14 Sep 2018	New York	\$6,950
MG025	08 - 12 Oct 2018	Budapest	\$5,500
MG025	05 - 09 Nov 2018	Prague	\$5,500
MG025	03 - 07 Dec 2018	London	\$5,500

## REGISTRATION DETAILS

LAST NAME: \_\_\_\_\_  
FIRST NAME: \_\_\_\_\_  
DESIGNATION: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_  
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## AUTHORISATION DETAILS

AUTHORISED BY: \_\_\_\_\_

DESIGNATION: \_\_\_\_\_  
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## PAYMENT DETAILS

- Please invoice my company  
 Cheque payable to GLOMACS  
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## CERTIFICATION

Successful participants will receive GLOMACS' Certificate of Completion

## 4 WAYS TO REGISTER

Tel: +971 (04) 425 0700  
Fax: +971 (04) 425 0701  
Email: [info@glomacs.com](mailto:info@glomacs.com)  
Website: [www.glomacs.com](http://www.glomacs.com)

## 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.



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