



STRATEGIC THINKING & BUSINESS PLANNING

Aligning Your Organisation to Deliver Results

New York

16 - 20 Jul 2018
17 - 21 Dec 2018

Toronto

13 - 17 Aug 2018

Prague

17 - 21 Sep 2018

Amsterdam

01 - 05 Oct 2018

London

05 - 09 Nov 2018

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INTRODUCTION

This GLOMACS Strategic Thinking & Business Planning training course gives you a robust practical framework to formulate, develop, and implement plans to achieve strategic goals and realise your vision. It shows you how to break out of reacting to day-to-day problems, so you can build a team or organization that is more proactive and resilient to change.

A key feature of this GLOMACS Management & Leadership training course is a comprehensive strategic management system that guides you through the steps needed 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 with your business model.

This GLOMACS 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
- Developing 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 GLOMACS 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
- Identify the principles and mechanisms that drive successful implementation
- Develop measurable action plans that result in success
- Understand your underlying business model and how it relates to your strategy

TRAINING METHODOLOGY

This highly interactive GLOMACS Strategic Thinking & Business Planning 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 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 powerful but 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 steering an organization through change
- Better internal communication at a strategic level
- Creating tomorrow's organization out of today's

PERSONAL IMPACT

Delegates will develop their ability to use strategic thinking to become more proactive and build business plans to implement strategic initiatives through:

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

WHO SHOULD ATTEND?

This GLOMACS Strategic Thinking & Business Planning 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

SEMINAR OUTLINE

DAY 1

Strategic Thinking and Planning

- The Essence of Strategy – core concept and definition of terms
- The Difference between Good Strategy and Bad Strategy
- How to Think Strategically – practical techniques
- Leadership and Management, Comparing Strategy and Operations
- Strategic and Operational Goals – the significance and difference
- Using the Strategic Management System

DAY 2

Developing Strategy – The Power of Business Analysis

- Understanding the Importance and Value of a “Business Model”
- Vision, Values, Mission and Goals – strategy as perspective
- Case Examples and Guidelines: Vision and Mission Statements
- Analysing your Business Environment
- How to Evaluate Your Organisation’s Competencies and Capabilities
- Resource-based Approaches to Strategy

DAY 3

Strategy Development, Choice and Translation

- Levels of Strategy: Corporate, Business and Functional
- Competitive Strategy – strategy as position
- Emergent Strategies – strategy as patterns
- Uncertainty and Scenarios – strategy as plans
- Strategic Choice – how to select the best strategy
- Translating Strategy with Strategy Maps and Balanced Scorecards

DAY 4

Embedding Strategy in the Organisation

- Communicating Strategy and Managing Stakeholders
- How to Manage Strategic Risk
- Alignment of Operations with Strategy
- Strategic Performance Measurement
- Managing Implementation – effective execution of strategy
- Integrating Strategic and Operational Management Processes

DAY 5

Bringing It All Together

- Good Strategy - case examples
- Building a Strategy / Business Planning Team
- Analysing Business Models and Strategies in an Industry
- Understanding and Overcoming Psychological Bias
- Overview of the whole course
- Action Planning and Next Steps



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Date	Venue	Fees
16 - 20 Jul 2018	New York	\$6,950
13 - 17 Aug 2018	Toronto	\$6,950
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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: _____
COUNTRY: _____
TELEPHONE: _____
MOBILE: _____
FAX: _____
EMAIL: _____

AUTHORISATION DETAILS

AUTHORISED BY: _____

DESIGNATION: _____
COMPANY: _____
ADDRESS: _____

CITY: _____
COUNTRY: _____
TELEPHONE: _____
MOBILE: _____
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PAYMENT DETAILS

- Please invoice my company
 Cheque payable to GLOMACS
 Please invoice me

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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