

WHAT IS Strategic Planning?

This course is designed for managers, leaders and executives who wish to apply strategic planning in their business. This one-week intensive course will introduce proven techniques to assess the needs of their business and formulate, deliver and reflect on the strategic planning process. Participants will be able to identify clear strategic outcomes and implementation methods and be able to cascade these through different corporate structures.

WHO IS THE COURSE FOR?

This course is for professionals who already have an underpinning of corporate structure and processes, who are moving into developing corporate strategy. To get the most from the course, participants will have an English level equivalent to or above B2+ on the Common European Framework (CEF). Interpretation can be provided should participants have a lower language level than specified.

WHERE IS THE COURSE DELIVERED?

The teaching content will be delivered at British Study Centres, London. The school is a comfortable, centrally located teaching space equipped with interactive facilities. <https://www.british-study.com>

COURSE CONTENTS

Identifying the scope of your strategy

- Core elements of a strategy
- Identifying limitations and failings in a strategy
- Ensuring your strategy is aligned with the core values and rationale of your business

Why have strategic planning

- The benefits of strategic planning
- Evaluating standard mechanisms and application in strategic planning

Creating a Strategy

- Identifying the strategic environment and ensuring that it aligns with the capabilities of the organisation
- Who are your business clients and how to assess their needs
- Identifying macro environmental pressures at departmental level
- When creating your strategy, what relevance do competitive forces have on your direction

Identifying external pressures that may influence your strategy

- Identifying your corporate macro and micro environment
- The SWOT analysis
- How to assess external positive and negative pressures from your SWOT

Identifying internal pressures

- Identifying strengths and how to prioritise them
- Identifying organisational weaknesses
- Organisational analysis after SWOT

Evaluating factors for choosing a strategy

- How does the life cycle of a market or product impact on Strategic mapping?
- Ensuring your strategy does not reach beyond the capabilities of the organisation
- Identifying organisational stakeholders
- Identifying how different stakeholders may view your corporate strategy

Strategic models, identifying and applying effectively

- Defining your organisations competitive environment and analysing areas of advantage
- Employing flexibility within your strategy to respond to a changing environment
- Looking at how strategies apply operationally and in response to Sales and Marketing pressures

AT A GLANCE

Start date

26 Nov 2018

Average group size

4

1 week

Intensive course

Lessons delivered

25

Level of English Language required

Intermediate +

All materials

Included

Course certificate

Issued on completion

Interpretation

Provided on request

Timetable

09:00 - 12:00

+

13:30 - 15:30

Course cost

£2175 per person