



What You Will Gain ?

- The opportunity to clarify your own understanding of strategy and how it can work for you.
- A clear assessment of where managers is in the strategic-tactical balance, and where you want it to be.
- Identification of the key strategic issues confronting your department.
- The ability to practice different strategic analysis tools to help understand your strategic environment.
- How to design, plan, and implement effective strategic change projects.

Strategic Planning



24-26 November
2012

Mr. Roger Edmonds 

Live In Riyadh

United Kingdom

Who Should Attend?

Executives and Managers, HR, IT, Sales and Marketing, Finance, Operation, Industrial, purchase and supply chain.

About the Program

Strategic thinking and planning are now an essential part of a leader's daily work. In order to maintain their organization's competitive edge, leaders at all levels of an organization need to evaluate and prioritize work, according to strategic goals. A successful strategic process engages everyone in the ongoing strategy of an organization, rather than leaving it to individual responsibilities.

Course Objectives

- To develop skills in evaluating opportunities and threats in your competitive environment.
- To enhance the skills of diagnosing and managing the strengths and weaknesses within your department.
- To gain the ability to develop new strategies and provide options for your strategic Planning.
- To have confidence to adapt and adopt the tools within the strategic process, to different situations
- To understand the importance of analyzing, before planning.
- To learn how to effectively lead and communicate a strategic planning effort.
- To recognize the need for change, and the uncertainty and discomfort it can bring.
- To understand the potential pitfalls of incomplete, inconsistent, or inflexible planning.
- To balance the focus on process with an equal focus on people.

Strategic Planning



STRATEGY
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Program Content

DAY ONE

- What Is 'Strategy'?
- The Theory & The Practice.
- Differences Between Strategic Thinking & Tactical Thinking.
- The Impact Of Improved Strategy On Your Business Success.
- Strategic Planning Vs Strategic Management.
- Thinking Strategically.
- Undertaking The Strategic Process.
- The Tools & Techniques For Undertaking External Analysis. > Competitive Advantage > Growth Drivers > Competitor Profiling > Scenario Planning.
- Scenario Development.
- Uncertainty-Importance Grid > The Tools & Techniques For Carrying Out Internal Analysis > SWOT Analysis > Balanced Score Card

DAY TWO

- Strategic Planning.
- The Stages Of Planning A Strategy.
- Strategic Planning Techniques.
- Building A Business Case.
- Communicating Your New Strategy.
- Implementing Strategic Change Projects > Understanding Change Management.
- Goal Setting, Responsibility Allocation, & Monitoring Performance.
- Motivating People To Embrace Strategic Changes.
- Development Of Strategic Plan Reviews.
- Purpose Of Reviews > Development Review Cycle.
- Development Of Monthly Review Cycles.
- Differences Between Monthly Reviews & Yearly Reviews

DAY THREE

SMART Objectives and Creative Strategies

- Objectives and Targets.
- The Use of Key Result Areas.
- Adopting Effective Strategies.
- Value Innovation and Blue Ocean Strategies.
- Departmental Strategies.

Developing Operating Plans

- The How-How Technique to Develop Plans.
- Criteria of Effective Action Plans.
- Linking Goals, Strategies, Action Plans and Budgets.
- Departmental Plans .

Developing Control Systems and Performance Measures

- Approaches to Control .
- Using Key Result Areas to Create Key Performance Indicators.
- Setting Targets.
- Overcoming Barriers to the Implementation of the Strategy.

Instructor Credentials

Mr. Roger Edmonds, (UK)

Chief Executive Officer/ Managing Director/ Operations Director

Lean Manufacturing Specialist ~ Certified Crosby Lecturer ~ Certified Psychometric Analyst.

Accomplished professional with strategic leadership skills who flourishes under pressure and has an extensive record of achievement in delivering Lean Manufacturing success and profitable growth. Ability to apply a creative approach to solving business problems, including Supply Chain Management, Quality issues and Productivity. Skilled at clearly communicating change in vision and strategy so as to sell new ideas and concepts at all levels and build and lead teams in pursuit of demanding goals.



INSTRUCTOR CREDENTIALS

Received approval from the Centre of Engineering Excellence and the DTI's Manufacturing Advisory Service (MAS). Proven track record at delivering Lean Manufacturing success and profitable growth. Extensive experience in business expansion with exposure in the following countries; Saudi Arabia, Malaysia, Bahrain, Dubai and Egypt. An articulate communicator with proven interpersonal and negotiation skills.

Expertise in:

- Strategic Planning & Direction.
- Sales & Marketing.
- Gap Assessment.
- Client Management.
- Start Up Operations.
- Lean Manufacturing.
- Business Strategy & Planning.
- Quality Improvement.
- Resource Optimization.
- Corporate Investigation.
- Management Development.
- Training & Development.
- Supply Chain Management.
- Production Improvement.
- Business Enhancement.
- Culture Transformation
- Team Development

Certified Crosby Lecturer

- Shihan Lean Manufacturing (Equivalent to Degree in Lean Manufacturing, Black Belt Six Sigma & Production Management).
- Sensei Lean Manufacturing.
- Certified Psychometric Analyst.
- Behaviorist.
- Quality Lead Auditor.
- EFQM Assessor.
- Strategy Development.
- Leadership.

TRAINING FEES: 2500 \$.

DURATION : 3 Days - 18 Hours Total.

VENUE : Riyadh – KSA – Holiday Inn al Izdihar.

10% OFF

For Groups
and early registration

Strategic Planning

Kindly fill in the below registration form and send it by fax or e-mail at : training@bag-hrm.com

Fees (SR) الرسوم بالريال	Days عدد الأيام	Venue المكان	Date تاريخ الدورة	Course title عنوان الدورة

مسمى الوظيفة Job title	الهاتف Phone	البريد الإلكتروني Email	أسماء المشاركين Participants Name

كيفية التسجيل	How to register ?
<p>You may register by fax or email.</p> <p>Method of Payment : By Bank Transfer Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.</p> <p>Bank Details: All payments must be made to the following account: Account Name: BAG COMPANY Bank Name: NCB Account No(IBAN): SA331000022167293000109</p> <p>Cancellation: If a confirmed registration is cancelled more than 7 calendar days prior to the program start date, a substitute participant may be nominated to attend the same program, or a 10% cancellation charge is applied. Full fee will be charged in case the participant is a no-show</p> <p>Discounts: 10% for groups (2 or more),10% to register before 9-11-2012</p> <p>Date:</p>	<p>يمكنك التسجيل وبالفاكس أو بالبريد الإلكتروني. طريقة الدفع: تحويل مصرفي مبانتر يرجى ملاحظة أنه يجب دفع الأجر كاملة قبل بدء الدورة. حيث ستهمل أي طلبات للتسجيل غير مصحوبة بأجر الدورة.</p> <p>يرجى الدفع إلى الحساب المصرفي التالي: اسم الحساب شركة باج للأعمال التجارية اسم البنك : البنك الأهلي التجاري رقم الحساب: SA331000022167293000109</p> <p>يرجى إرسال صورة للتحويل بالبريد الإلكتروني أو بالفاكس لتأكيد الحجز. إلغاء التسجيل إذا تم إلغاء التسجيل قبل سبعة أيام أو أكثر من بدء الدورة فيمكن ترتيبه شخص بديل للدورة، أو يتم خصم 10% من أجر الدورة. وإذا لم يحضر المشارك في الدورة فإن الأجر لن تسترد. الخصم 10% للمجموعات (مشاركين أو أكثر) ، 10% للتسجيل قبل 09-11-2012 التاريخ:</p>

Please send the registration by e-mail or fax

يرجى إرسال الطلب بالبريد الإلكتروني أو بالفاكس