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# *Strategic Planning*

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Strategic planning is a management tool used to help an organization do a better job – to focus its energy, to ensure that members of the organization are working toward the same goals, to assess and adjust and the organization's direction in response to a changing environment. As the saying goes, lack of planning is planning to fail. According to the importance of strategic planning is paramount to any organizations to ensure management by objective rather than management by crisis in the implementation process of the strategic business plans.

The course will help participants to make fundamental decisions and actions that shape and guide what an organization is, what it does, and why it does it with a focus on the future.

## **Modules**

- Introduction to Planning
- Strategic planning Analysis
  - Steps in Strategic Planning
  - Corporate Stakeholders
  - Vision and Mission Statements
- Situation and competitive Analysis
  - Organizational analysis, SWOT and PLEEST analysis
  - Portfolio analysis – Boston Matrix
  - Risk Analysis
- Strategic Funds Programming
  - Flow-of-funds analysis
  - Generating Strategic funds
  - Allocation of Strategic Funds
- Strategic Financial Models
  - Baseline projections
  - What-if analysis, Financial Risk analysis
  - Discounted cash flow
- Developing a strategic plan
- Developing an annual operating plan
- Increasing chances of implementing strategic plans
- Developing the Change Environment
- KPIs and the Balanced Scorecards and Action Plan

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## **5 Day Workshop**

### Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

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### Wrapping up

- Activities
  - Lessons Learned
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