



PROJACS ACADEMY
by @egis



Strategic Vision and Mission Thinking, Planning and Implementation

الرؤية الاستراتيجية والتفكير والتخطيط والتنفيذ

13 – 17 February 2023

Barcelona / Spain

Introduction

Strategic Vision and Mission Thinking, Planning and Implementation Training course is a comprehensive program that covers the essential skills and tools for developing and executing effective strategies in alignment with the organizational vision and mission.

Objectives

The course will help you to:

- Understand the concepts and benefits of strategic vision and mission thinking
- Analyze the internal and external environment of your organization and identify its strengths, weaknesses, opportunities and threats
- Formulate SMART goals and objectives that support your vision and mission
- Apply various tools and techniques for planning, prioritizing, scheduling and monitoring your strategic initiatives
- Communicate your strategy to stakeholders and motivate them to support it
- Evaluate the outcomes and impacts of your strategy and make adjustments as needed

Who Should Attend?

This course is designed for managers, leaders, supervisors, consultants, project managers, and anyone who is involved in or responsible for strategic planning and implementation in their organization. By attending this course, you will gain the knowledge, skills and confidence to lead your organization towards its desired future state.

Course Outline

Day One

Introduction to Strategic Vision and Mission Thinking

- What is strategy and why is it important?
- The difference between vision, mission, values, goals and objectives
- The benefits of strategic vision and mission thinking
- The characteristics of effective vision and mission statements
- Examples of successful vision and mission statements from various organizations
- How to create or revise your own vision and mission statements

Day Two

Strategic Analysis and Formulation

- The importance of strategic analysis for identifying opportunities and challenges
- The SWOT analysis tool for assessing the internal and external environment of your organization
- The PESTLE analysis tool for scanning the political, economic, social, technological, legal and environmental factors affecting your organization
- The Porter's Five Forces analysis tool for evaluating the competitive forces in your industry
- The VRIO analysis tool for determining the value, rarity, imitability and organization of your resources and capabilities
- How to use the results of your strategic analysis to formulate SMART goals and objectives that support your vision and mission

Day Three

Strategic Planning and Prioritization

- The importance of strategic planning for translating your goals and objectives into actionable steps
- The BSC (Balanced Scorecard) framework for aligning your strategy with four perspectives: financial, customer, internal process, and learning and growth
- The OGSM (Objectives, Goals, Strategies, Measures) model for creating a clear and concise strategic plan
- The MoSCoW (Must have, Should have, Could have, Won't have) method for prioritizing your strategic initiatives based on their importance and urgency
- The Gantt chart tool for scheduling your strategic activities and milestones
- The RACI (Responsible, Accountable, Consulted, Informed) matrix for assigning roles and responsibilities for your strategic tasks

Day Four

Strategic Communication and Execution

- The importance of strategic communication for gaining buy-in and support from stakeholders
- The stakeholder analysis tool for identifying and categorizing your key stakeholders based on their power and interest
- The communication plan template for planning what, when, how and to whom you will communicate your strategy
- The best practices for delivering effective presentations on your strategy
- The importance of strategic execution for ensuring the successful implementation of your strategy
- The PDCA (Plan-Do-Check-Act) cycle for monitoring and controlling your strategic performance

Day Five

Strategic Evaluation and Adjustment

- The importance of strategic evaluation for measuring the outcomes and impacts of your strategy
- The KPI (Key Performance Indicator) tool for defining and tracking the indicators of your strategic success
- The dashboard tool for visualizing and reporting your strategic results
- The feedback loop tool for collecting and analyzing feedback from stakeholders on your strategy
- The best practices for conducting a SWOT review of your strategy at regular intervals
- How to make adjustments to your strategy based on the results of your evaluation

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7” Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **5,200 USD**
**VAT is Excluded If Applicable*

المقدمة

تعتبر الدورة التدريبية عن "الرؤية الاستراتيجية والتفكير والتخطيط والتنفيذ" برنامجاً شاملاً يغطي المهارات والأدوات الأساسية لتطوير وتنفيذ استراتيجيات فعالة تتماشى مع الرؤية والرسالة التنظيمية.

الأهداف

سوف تساعدك الدورة على:

- فهم مفاهيم ومزايا الرؤية الإستراتيجية والتفكير بالرسالة
- تحليل البيئة الداخلية والخارجية لمؤسستك وتحديد نقاط القوة والضعف والفرص والتهديدات
- صياغة أهداف وغايات SMART التي تدعم رؤيتك ورسالتك
- تطبيق أدوات وتقنيات مختلفة للتخطيط وتحديد الأولويات وجدولة ومراقبة مبادراتك الإستراتيجية
- نقل استراتيجيتك إلى أصحاب المصلحة وتحفيزهم على دعمها
- تقييم نتائج وتأثيرات استراتيجيتك وإجراء التعديلات حسب الحاجة

الحضور

تم تصميم هذه الدورة للمديرين والقادة والمشرفين والاستشاريين ومديري المشاريع وأي شخص يشارك أو مسؤول عن التخطيط الاستراتيجي والتنفيذ في مؤسستهم. من خلال حضور هذه الدورة، ستكتسب المعرفة والمهارات والثقة لقيادة مؤسستك نحو حالتها المستقبلية المنشودة.