



an e egis company

بروجاكس للتدريب والتطوير
Projacs Training and Development

Strategy Formulation, Implementation, Evaluation & Control

المهارات القيادية والإدارية لصياغة الاستراتيجيات وتنفيذها
وتقييمها ومراقبتها

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Dubai / UAE



ProjacsAcademy.com



Introduction

Since few of us would get in the car to take a trip without a road map, unless They know how to get where we're going. Every Effective company needs a plan to direct its vision and efforts. The purpose of strategic planning is to encourage thinking about the organization's "big picture"-- its broad goals and priorities, and how well they are being achieved. Unfortunately, the emphasis on possessing a strategic plan has come into some disrepute in recent years since research has revealed that many of them are never implemented and that others prove to be useless in organizations faced with rapidly changing, difficult to predict, environments. Formal planning should be useful for strategic decision making because so much money is spent on it. Some of the companies that use formal planning believe that it improves profits and growth.

Strategic planning serves as a road map to help an organization how to get where it wants to go. The process includes examining strengths, weaknesses, opportunities, and threats, and then planning future operations in a prioritized and realistic manner.

Objectives

At the end of this Seminar Participants will have a clear understanding of how to:

- Explore essential key managerial components for planning and executing a strategy.
- Identify and build company competencies, capabilities and resource strengths.
- Examine and evaluate company best practices to strive for continuous improvement.
- Explore corporate cultures that promote good strategy execution.
- Control and manage resistance to strategy implementation.

Who Should Attend?

The Nominees for this course is all employees of all departments, preferably:

- 1- All heads and mangers of Department
- 2- All Section Head

Course Outline

Day One : Introduction

What Is Strategy and Why Is it Important?

- What Do we Mean By *Strategy*?
- Key Elements of a Successful Strategy
- Strategy and the Quest for Competitive Advantage
- Why Is Strategy Important?

Day Two : Strategy Formulation

Developing a Strategic Vision

- Key Elements of a Strategic Vision
- Characteristics of a Mission Statement
- Key Elements of a Mission Statement
- Linking the Vision With Company Values
- Communicating the Strategic Vision
- Overcoming Resistance to a New Strategic Vision
- Payoffs of a Clear Strategic Vision

Setting Objectives

- Characteristics of Objectives
- Types of Objectives Required
- Balanced Scorecard Approach – Strategic and financial Objectives
- Short-Term vs. Long-Term Objectives
- Concept of Strategic Intent
- Characteristics of Strategic Intent
- Objectives Are Needed at All Levels
- Importance of Top-Down Objectives

Crafting a Strategy

- Activities Involved in Crafting a Strategy
- Who Participates in Crafting a Company's Strategy?
- Strategizing: An Individual or Team Responsibility?
- Levels of Strategy-Making in Various Company
 - Tasks of Corporate Strategy
 - Tasks of Business Strategy
 - Tasks of Functional Strategies
 - Tasks of Operating Strategies
- Uniting the Company's Strategy-Making Effort

- What Is a Strategic Plan?

Day Three : Strategy Implementation

The Managerial Process of Crafting and Executing Strategy

- The Strategy Making/Strategy Execution Process
- The Company's Strategy/Making Hierarchy
- Corporate and Business Level Strategies
- Functional and Operational Level Strategies
- What Does Strategy Implementation Involve?

Aligning your Organizational Units and Employees

- Putting Together a Strong Management Team
- Building Core Competencies and Competitive Capabilities
- Matching your Organizational Structure to your Strategy

Managing your Internal Operations

- Line-Upping Your Resources behind the Drive for Good Strategy Execution
- Establishing and Instituting Policies and Procedures that Facilitate Strategy Execution
- Adopting Best Practices and Striving for Continuous Improvement

Implementing and Executing Strategy

- What Does Strategy Implementation Involve?
- Characteristics of Good Strategy Execution
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Day Four : Strategy Evaluation

Evaluating a Company's External Environment

- The Components of a Company's Macro-environment
- PEDSTL and The Five Forces Model of Competition
- Impact of Industry Forces on Strategy
- Common Types of Industry Driving Forces
- Key Factors for Competitive Success

Evaluating a Company's Resources and Competitive Position

- Competencies versus Core Competencies versus Distinctive Competencies
- Identifying Resource Weaknesses and Competitive Deficiencies
- Role of SWOT Analysis in Crafting a Better Strategy
 - Meaning of 'SWOT':
 - SWOT Analysis:
 - Example of SWOT analysis

Evaluating Performance and Making Corrective Adjustments

- Monitoring, Evaluating, and Adjusting as Needed
- Corporate Governance: Strategic Role of a Board of Directors
- Good Corporate Governance Matters

Day Five : Strategy control

Stay on Top of How Well Things Are Going

- Initiating a Corporate Culture that Promotes Good Strategy Execution
- Building Information and Operating Systems that Proficiently Support your Strategy
- Tying Rewards and Incentives to Strategy Execution

Change Management: Leading Corporate Transformation

- Forces for Change
- The 10 Principles of Change
- Five Managerial Activities Essential to Managing Resistance to Change
- Coping with Change and Disruptions
- Elements of Change Enablement ? Organizational and Individual Transition

The Strategic Roadmap a comprehensive solution

- Introduction
- Roadmap goals
- Strategic Roadmap
 - Information for Decision Making
 - Replace the Base
 - Redesign Processes
 - Enhance & Renew Systems
 - Stakeholder Success

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 binder 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*

- **2,950USD**
**VAT is Excluded If Applicable*

مقدمة

قلة منا سوف يركبون السيارة للقيام برحلة بدون خريطة طريق ، ما لم يكونوا يعرفون وجهتهم مسبقاً. وبما ان كل شركة فعالة تحتاج إلى خطة استراتيجية لتوجيه رؤيتها وجهودها. وحيث ان الغرض من التخطيط الاستراتيجي هو تشجيع التفكير في "الصورة الكبيرة" للمنظمة – وكيفية تحقيق أهدافها وأولوياتها ، لسوء الحظ في السنوات الاخيرة وبخاصة في المنظمات التي تواجه بيئة تتغير بسرعة ويصعب التنبؤ بها ، شاب التشديد على حيازة خطة إستراتيجية بعض التشويش منذ أن كشفت الأبحاث أن العديد من هذه الخطط لا يتم تنفيذه وأن البعض الآخر اثبت عدم فاعليته. وحيث ان بعض الشركات التي تستخدم التخطيط الاستراتيجي تعتقد أنها تحسن الأرباح والنمو ، وحيث انه يتم انفاق مبالغ ضخمة عليه ، يجب أن يكون التخطيط الاستراتيجي مفيداً في اتخاذ القرارات الإستراتيجية.

يعمل التخطيط الاستراتيجي كخريطة طريق لمساعدة المنظمة على معرفة كيفية الوصول إلى وجهتها. وتتضمن العملية فحص نقاط القوة والضعف والفرص والتهديدات ، ثم تخطيط العمليات المستقبلية بواقعية وفقاً للأولويات الموضوعية.

الاهداف

في نهاية هذه الدورة سيتمكن المشاركون من: ان يكون لهم فهم واضح لكيفية:

- استكشاف مكونات إدارية أساسية ضرورية لتخطيط وتنفيذ الاستراتيجية.
- تحديد وبناء كفاءات الشركة وقدراتها ونقاط قوتها.
- فحص وتقييم أفضل ممارسات الشركة للسعي من أجل التحسين المستمر.
- استكشاف ثقافات الشركات التي تعزز التنفيذ الجيد للاستراتيجية.
- التحكم وإدارة المقاومة لتنفيذ الاستراتيجية.

الحضور

والمرشحون لهذه الدورة هو جميع العاملين في جميع الإدارات، ويفضل :

١. جميع رؤساء ومديري إدارة
٢. جميع رئيس الأقسام