



course : Strategic Planning, Communication, Measurement and Implementation

City :	Amsterdam	Hotel :	Hotel Okura Amsterdam
Start Date :	2025-11-17	End Date :	2025-11-21
Duration :	1 Week	Price :	5950 \$

Course Overview

In today's fast-changing and unpredictable business environment, effective strategic planning is essential for organisational success. This course equips participants with the skills to develop robust strategic plans and translate them into measurable operational objectives. Emphasis is placed on effective communication, sound measurement systems, and fostering a decision-making culture that drives results. Participants will learn to combine visioning, analytical skills, and practical tools to implement plans successfully and track progress effectively.

Course Objectives

By the end of this course, participants will be able to:

- Understand and use key strategic planning terminology.
- Identify their role in their organisation's planning process.
- Communicate more confidently and effectively across teams.
- Apply the PDCA (Plan-Do-Check-Act) cycle at individual, team, and organisational levels.
- Select and use appropriate measures to set goals and monitor performance.

Target Audience

This course is ideal for:

- Professionals involved in strategic or business planning.
- Managers at all levels seeking to enhance their planning skills.
- New managers seeking a strategic perspective in their roles.
- Middle and senior managers aiming to strengthen their strategic influence and achieve better organisational results.

Methodology

Interactive sessions using proven adult learning techniques.

Mix of discussions, case studies, exercises, videos, and reflective activities.

Facilitated guidance to encourage experience sharing and collaborative le

Course Outline

Day 1: Introduction to Strategic Thinking

- Understanding strategy and its role in organisational success.
- Vision, mission, and objectives – how they interrelate.
- Steps to develop a corporate strategy.
- Identifying elements of unique competitive advantage.
- Influence of corporate culture on strategy development and implementation.

Day 2: The Planning Process

- Organisational planning frameworks.
- Strategy development approaches – multiple paths to success.
- External analysis tools: PESTLE, Porter's 5 Forces, GE, SWOT.
- Linking internal competencies to external opportunities.
- Setting realistic goals and objectives.
- Contingency planning for unexpected challenges.

Day 3: Effective Communication

- Organisational and individual communication strategies.
- Using multiple channels for effective messaging.
- Leveraging learning styles for better engagement.
- Role of Emotional Intelligence in leadership communication.
- Overcoming resistance to change.
- Recognition, reward, and celebrating achievements.

Day 4: Strategic Implementation

- Planning and managing continuous improvement.
- Setting expectations: standards, benchmarks, and milestones.
- Using the PDCA cycle to improve success.
- Team creation, task allocation, and accountability.
- Recording, measuring, and analysing performance for improvement.

Day 5: Measurement for Success



- Identifying Critical Success Factors (CSFs).
- Evaluating KPIs for effective performance tracking.
- Leading vs lagging indicators.
- Balanced Scorecard: combining financial and non-financial measures.
- Budgets and their role in strategic planning.
- Building a learning organisation through people and technology.

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.