



FACE-TO-FACE
CLASSROOM TRAINING

Strategic Thinking & Business Planning

Dates: November 05-07, 2024

Location: Kuwait City, Kuwait

L3ORN

Radiating Knowledge

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Organized by:

L3ORON Institute

In Partnership with:



Michael COOK



na, Germany and the US, as well as his native UK. He has also enjoyed business in over 60 countries around the world.

His career spans both senior commercial C-suite roles, as well as 15 years as a coach, consultant and business trainer.

He adopts a highly engaging style with his clients and classes and encourages an open mind when looking to solve any business issue they face.

He also passionately believes that any success in business fundamentally means a success with people, and that a focus on how best to address differences by seeking solutions rather than conflict, and when focusing on

options and alternatives instead of the points of difference, will be the quicker route to building those relationships that every business needs, no matter the industry.

Outside of business, Michael is a family man with 4 children and enjoys international affairs, sport and music.

Michael Cook is a London based trainer and consultant with more than 30 years in business. During this time, he has lived in Chi-

Who We Are

 1300+ Public Sessions a year	 60+ Global Cities	 300+ Certified Programs
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32,000+

LEARNERS PER YEAR

 250+ Employees	 50+ Int. Associations & Institutes	 250+ Subject Matter Experts
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LEORON is the leading corporate training and EdTech company in the EMEA region, with the most comprehensive learning and development solutions in all strategic corporate functions, including Corporate Finance, HR, Procurement and SCM, Technology, Quality, Operations and Engineering.

Through instructor-led sessions, in-company training, and coaching, our faculty of experts deliver over 1300+ programs annually, while 32,000+ professionals are equipped with up to date relevant education and the latest tech solutions across the EMEA region.

We help our valued clients with a wide range of services, including Training Needs Analysis, Competency Development and Assessment, and custom built e-Learning solutions that cater to specific industries and knowledge areas.

LEORON mission remains boosting competitiveness of our clients worldwide through continuous learning, while we strive to achieve our vision of becoming the best quality corporate training and EdTech Company in the EMEA and the world.



COURSE OVERVIEW

The course descriptor below provides a framework for a Strategic Business Planning in-house workshop. The workshop is typically run as a two to three-day workshop format with hands on case study exercises for the team. We will use the client's own business issues as the case study for the exercises as well as introducing best practice case studies from industries around the world. Participants will be able to work with their own business realities and experiment in using the techniques for a familiar business environment. It is also possible, but not guaranteed, that the outputs in this latter case may provide a valuable start point for any subsequent internal strategy planning program. Variants of this program may also be designed to support the annual strategy planning retreat for senior executives.

The program can be tailored in advance with the client to ensure appropriate emphasis on the key areas of client interest/concern.



LEARNING OUTCOMES

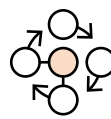
- Assess and choose strategic plans that create a sustainable competitive advantage for the organization.
- Convert strategic plans to actionable plans through sequencing activities.
- Learn how to create, develop, write and manage a strategic business plan.
- Identify the principles and mechanisms that drive successful implementation



WHO SHOULD ATTEND

This course is valuable for all managers, senior executives, business analysts and anyone involved in planning or implementing strategic initiatives at an organisational or business unit level.

Pre-Requisites: A general understanding of business practices is helpful. No prior knowledge of strategic planning is assumed.



TRAINING METHODOLOGY

The trainer will deploy a full range of lively and interactive training methods, including exercises, role plays, case studies, practice sessions and group discussions. Each topic will be underpinned by a presentation that highlights key issues to focus on. The learning experience will be supported by a reference manual containing examples of best practice. Participants will make presentations and receive personal feedback on their performance. Discussions will participants to share their own experiences with the rest of the group.

COURSE OUTLINE

SESSION 1: What is Strategy?

- The essential two components of any strategy
- Three approaches to achieving the end-result
- The 5 tasks in any strategy management process
- The five questions to ask in creating a strategic business plan
- Making choices
- Building a strategy management process, timeframe and responsibility matrix

In this session, delegates will understand exact what is strategy. They will see how different organizations address strategic business planning and they will understand the 5 key stages from strategy development to successful strategy execution. They will learn about the different questions that need to be answered to give detail to the strategic business plan. Delegates will also understand the importance of a rigorous strategy planning timeframe with clearly defined roles and responsibilities.

SESSION 2: The statement of purpose – a first step in strategy creation

→ In this session, delegates will learn the role for a Statement of Purpose.

The Statement of Purpose sets the highest level of strategy by defining the core business purpose of the organization. The Statement of Purpose can be helpful in setting boundaries for the strategic business plan by establishing what business areas may be in scope, or out of scope based on the fundamental reason for the organization's existence.

SESSION 3: Understanding your marketplace – tools for deployment in the early stages of the strategic business plan cycle

- The need to understand our environment
- The PESTLE analysis
- Five forces market assessment
- Threats(T), Opportunities(O), Strengths(S) and Weaknesses(W)

In this session, delegates will understand the need for a thorough understanding of markets before embarking on their strategic business planning. They will learn about PESTLE and Michael Porter's 5 Forces approach to understanding their chosen marketplaces. They will also see how to match the external market assessment with their own internal strengths and weaknesses to uncover opportunities and threats, and will see how this helps shape initial strategic thinking.

SESSION 4: Vision and Mission

In this session, delegates will understand why vision and mission are more than just

a plaque on the office wall and can instead help create a unifying purpose for all employees. Delegates will get hands on experience critiquing their own vision and mission statements and will learn the best design practice for crafting usable vision and mission statements

SESSION 5: Setting objectives

- Establishing a timeframe
- Developing the highest-level key performance (outcome) indicators

In this session, delegates will learn the importance of a set of high level, time bounded, quantified measures of organizational success. These indicators will answer the question. 'if we are successful as an organization, what will be in x years' time?' The answer to this question will help shape the future content of our strategic business plan.

SESSION 6: Describing your chosen Strategy – building strategic themes

- What is a strategic theme?
- Answering the first two questions of strategy planning
 - Where will we be active?
 - How will we get there?
- Examples of strategic themes waves (chemical industry example; outsourcing industry example)

Strategy Themes is a unique concept developed by Nigel Penny through many years of consulting activity. Specifically created to meet the needs of several of India's Tata group companies, delegates will be able to understand how to apply this ground-breaking thinking to achieving greater clarity on their own strategy plans.

SESSION 7: Scenario planning

- Developing different strategic choices
- Evaluating and selecting your options

In this session, delegates will see how strategic planning options may arise. They will look at examples of strategic scenarios and will understand how to make choices from these available options.

SESSION 8: Alternative strategic business planning approaches

- Introducing Blue Ocean Strategy thinking
- Will it work for you?

Traditional strategic business planning is based on competitive strategy i.e. beating the competition. Some innovative new business strategy starts with a totally different premise – can you create ‘new market space.’ In this session, delegates will understand this new concept of Blue Ocean Strategy and will see how it can be applied to either completely redesign an organization’s strategy, or alternatively may be applied to gain differentiation in key aspects of product, service or delivery. The session will conclude with a discussion/evaluation of the appropriateness of this technique for the client organization.

SESSION 9: Understanding value propositions

- How will we differentiate our offering?

In this session, delegates will understand the important of the customer value proposition as part of an effective strategic business plan and will learn the different ways that strategic offerings may be differentiated.

SESSION 10: Setting strategic performance goals - The role of performance measurement in strategic business planning

- Using tree (‘Dupont’) analysis to convert our high- level objectives into quantified goals and targets
- Understanding what makes a good performance measure
- Differentiating corporate performance measurement from personal performance measurement

In this session, delegates will learn how to translate the set of high level, quantified

outcomes developed in Session 5, together with the emerging detail of the strategy into a detailed set of performance goals and objectives that will form the basis for the numbers in the strategic business plan. They will also learn how to create insightful performance measures and will explore the links between measuring organizational performance and setting personal performance goals for individuals.

SESSION 11: Planning for execution

- What is the logical sequence of events?
- The link to budgeting
- Initiative development and management

In this session, delegates will learn how to translate the emerging strategy into an action plan for execution. They will see how the strategic business plan drives budget activity and will understand how to create and prioritize the strategic initiatives which will be the change agents that drive successful strategy implementation.

SESSION 12: Using Balanced Scorecard as a strategy management implementation tool

- Understanding the true purpose of balanced scorecard
- The components of a ‘strategy focused organization’
- Strategy mapping – a life case study
- The monthly executive review of business progress

Finally, delegates will understand the power of one of the key tools in strategy implementation – the balanced scorecard. They will learn how to build a strategy map that encompasses the outcomes of their strategy development work, and how to redesign executive review meetings to make decisions faster on emerging business problems.



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