



MODERN SKILLS IN STRATEGIC PLANNING FOR MANAGERS & LEADERS

PIK399-0725 PRS-2



Place: Paris (FRANCE)

Venue:

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PPP: £5550



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**If you can't train them,
you can't blame them!**

Short Description:

INTRODUCTION: This course is designed to provide leaders and professionals with a set of transformational tools and techniques to help them maximize their own and their team's creative potential in a strategic context. Its starting-point is self-discovery: participants will work on the inside first and then focus outwards to impact on the world of business. The focus of the first week of this 2-week seminar will be on thinking in different ways. Participants should be prepared to move out of their comfort zone and experiment with new ways of creating and communicating an inspiring leadership vision. The second week helps demystify the frequently-misunderstood concept of "strategy". Whilst focusing on the analytical disciplines on which a successful strategy is based, it centers on strategic planning as a value-adding process that harnesses the leader's and the team's ability to combine analysis with creative thinking and enables ideas and plans to be nurtured through to reality. Furthermore, the training program brings together the key strategic leadership skills of strategic planning, negotiation, and conflict management required by modern managers and leaders in order to succeed in today's complex and challenging business environment.

Course Overview:

COURSE OBJECTIVES:

At the end of this conference the participants will be able to:

- Challenge their preconceptions about strategic planning, negotiation and conflict management.
- Understand the content of strategy - unravelled, demystified and translated into everyday language.
- Implement the strategic planning process and get real value out of the process.
- Learn the key stages in the entire process, providing a takeaway toolkit for each key stage and each delegate.
- Apply to management issues, learn option generation, opportunity cost, choice and implementation phases of strategy.
- Understand the process of change, planning, organizational strategy, and change.



- Develop new skills, and thinking processes for them and the organization.
- Increase the behavioural flexibility and career flexibility (vertically and horizontally).
- Accelerate thinking speed and problem resolution for all dilemmas.
- Develop the confidence and ability to influence others and obtain better results through an understanding of how to deal with difficult situations and tough negotiations.

TARGET AUDIENCE:

- Managers from all managerial levels.
- Supervisors & Team leaders.
- Employees who aim to get great knowledge to improve their career.

Program Outline:

COURSE OUTLINE:

DAY 1: Strategic Thinking and Business Analysis

1. Why are strategy and strategic planning important?
2. External analysis - understanding and analysing business attractiveness - macroenvironmental factors, growth drivers, competitive forces, market dynamics.
3. Benchmarking your own strategic position/competitor analysis.
4. Analysing customers.
5. "Thinking backward from the customer".

DAY 2: Internal Analysis and Fusion of Analyses into Strategic Options

1. The interface of external and internal analysis.
2. Internal analysis: financial/non-financial.
3. The concept and practicalities of the "balanced scorecard".
4. Diagnosing strategic problems and opportunities.
5. Fusion of analyses into strategic choices - SWOT and the strategy matrix.

DAY 3: Strategic Plans and The Relevance of Alliances and Joint Ventures

1. The content of a strategy: avoiding "paralysis by analysis".
2. Putting a strategic plan together – the 5-page framework.
3. A real-life example of a business strategy/strategic plan.
4. Strategies for alliances and joint ventures.

5. Example of best practice in alliances and joint ventures.

DAY 4: Global Strategy, Teambuilding, and The Management of Internal Communication

1. The essence of globalization and global strategy
2. Globalization: Strategic Dimension, Organizational Dimension & the Human Dimension.
3. How to build and manage a strategic planning team?
4. Communicating strategy through the organization?
5. Gaining your team's commitment and buy-in to the strategy>

DAY 5: Strategic Implementation and Getting the Value Out of Strategy

1. Effective execution - converting strategic analysis and planning into action.
2. Linking strategy with operational objectives.
3. Implementation – getting practical things done.
4. Creating tomorrow's organization out of today's organization.
5. Conclusion - the corporate and individual value of strategic thinking.

DAY 6: Negotiation and Conflict Management

1. The sources of conflict in the organization.
2. Conflict escalation and steps to prevent it.
3. Conflict management strategies.
4. The two distinct approaches to negotiation.
5. Understanding your negotiation style.

DAY 7: Understanding Strategic Models and Paradigms

1. The strategic journey – common models and frameworks for strategic thinking (*from Ansoff to Hamel via Porter and Mintzberg*).
2. Identifying strategic horizons and using the 7S framework.
3. Recognising and developing the characteristics of strategic agility.
4. Understanding Strategic Competences and Skills.
5. Leveraging Strategic Competences.

DAY 8: Effective Strategic Implementation

1. Strategic implementation tools and frameworks.
2. Structures and systems for strategic agility and performance.



3. Monitoring and adjustment.
4. Measurement, Analysis.
5. Knowledge Management.

DAY 9: Strategic Leadership

1. Preparing for the future.
2. Effective styles and practices for strategic leadership.
3. Recognising, analysing and developing the strategic leadership styles used by you and others.
4. Developing inspiration and motivation.
5. Communicating the roadmap and gathering support.

DAY 10: Driving Strategic Performance & Success

1. Case-Study and program's summary.