



Business Development & Strategic Planning

PIK607-1125 BJG-C-2



Place: Beijing (CHINA)	Venue: Aldorf Astoria Beijing (5-15 Jinyu Hutong Wangfujing, Dongcheng, 100006 Beijing, CHINA) - TBC	
Start Date: 03-11-2025	End Date: 14-11-2025	PPP: £6450



Business Development & Strategic Planning

PIK607-1125 BJG-C-2

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

Short Description:

In the corporate world, it is common for company executives and professionals to devote a significant amount of time towards resolving daily challenges. Instead of proactively directing the company towards a desired future, they often find themselves reacting to problems that arise. This specialised training program is designed to provide participants with vital skills essential for nurturing business growth and achieving success. Incorporating a combination of theoretical knowledge and practical exercises, attendees will learn how to pinpoint opportunities, cultivate strategic partnerships, and execute efficient business development strategies. The course titled "Business Development & Corporate Planning" emphasises a shift in mindset from reactive problem-solving to proactive planning. By focusing on developing strategies for desired outcomes and implementing them effectively, participants will be better equipped to drive organisational success.

Course Overview:

Program Objectives

At the end of this program, participants will be able to:

- Define the key functions and best practices in the field of Business Development (BD).
- Understand the significance of strategic business planning to align with the dynamic market and customer needs.
- Establish and manage a proficient business development team to effectively capitalise on business opportunities.
- Craft compelling proposals to enhance business expansion and optimise sales outcomes.
- Master the art of creating a strategic plan to accomplish desired goals for both one-self and the company, fostering strategic thinking within the organisation.
- Set clear objectives for personal and corporate growth.
- Recognise the fundamental principles and strategies essential for successful execution.

- Formulate actionable plans with measurable outcomes to ensure success, and identify, measure, and monitor critical success factors.

Target Audience

- Business Managers.
- Team Leaders.
- Process Leaders.
- Functional Managers.
- Project Managers.
- Newly appointed Senior Managers.

Program Outline:

DAY 1: Introduction to Business Development

1. Definition and scope of Business Development.
2. Overview of account analysis and qualification.
3. Understanding the buy-sell ladder model.
4. Exploring the customer loyalty ladder.
5. Establishing client chemistry with F.O.R.M.

DAY 2: The Business Planning Process Using the S.T.A.R. Method

1. Strategic analysis, targets, and goals.
2. Reality assessment.
3. Conducting customer surveys.
4. Creating an account development plan.
5. Implementation of Key Performance Indicators (KPIs).

DAY 3: Team Building and Leadership in Business Development

1. Phases of team formation.
2. Defining team roles.
3. Principles of leadership.
4. Exemplary leadership practices.
5. Motivating the team effectively.

DAY 4: Crafting Business Proposals

1. Tips for formatting persuasive proposals.
2. Developing successful project proposals.
3. Understanding contract terms and conditions.
4. Evaluating proposal success.
5. Group exercise on proposal development.

DAY 5: Strategic Thinking and Planning

1. The Essence of Strategy – Core Concepts and Definitions.
2. Strategic Thinking Techniques.
3. Comparison of Leadership and Management in Strategy and Operations.
4. Strategic versus Operational Goals – Importance and Distinctions.
5. Utilising Strategic Management Systems.

DAY 6: Strategy Development through Business Analysis

1. Importance of a "Business Model".
2. Vision, Values, Mission, and Goals as Strategic Perspectives.
3. Analysing the Business Environment.
4. Assessing Organizational Competencies and Capabilities.
5. Strategy Approaches based on Resources.

DAY 7: Strategy Development, Choice, and Implementation

1. Strategy Levels: Corporate, Business, and Functional.
2. Competitive and Emergent Strategy Approaches.
3. Addressing Uncertainty through Scenario Planning.
4. Strategic Choice Selection.
5. Translating Strategy using Strategy Maps and Balanced Scorecards.

DAY 8: Implementing Strategy within the Organization

1. Strategic Communication and Stakeholder Management.
2. Strategic Risk Management.
3. Aligning Operations with Strategy.
4. Strategic Performance Evaluation.
5. Effective Strategy Execution.



DAY 9: Integration of Strategy Components

1. Establishing a Strategy / Business Planning Team.
2. Analysing Industry Business Models and Strategies.
3. Overcoming Psychological Bias.
4. Comprehensive Course Overview.
5. Action Planning for the Future.

DAY 10: Case Study Analysis