Training course on Strategy, Planning, and Management

Professional Development Training Course Outline

Category	Project Management	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Training Course on Strategy, Planning, and Management is designed to equip participants with the essential skills and knowledge needed to develop, implement, and evaluate effective strategies within organizations. In today?s dynamic and competitive environment, strategic planning is crucial for achieving long-term goals and ensuring organizational sustainability. This course emphasizes the integration of strategic thinking and planning with effective management practices. Through interactive workshops, case studies, and practical exercises, participants will learn to formulate strategic objectives, analyze organizational contexts, and implement actionable plans. By the end of the program, participants will be prepared to lead their organizations in navigating complexities and seizing opportunities for growth and improvement.

Programme Curriculum

Training Course on Strategy, Planning, and Management

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Course Objectives

1. Understand the principles and concepts of strategic planning and management.
2. Analyze internal and external environments to inform strategic decisions.
3. Develop clear and actionable strategic objectives aligned with organizational goals.
4. Create implementation plans that translate strategy into action.
5. Explore best practices for monitoring and evaluating strategic performance.
6. Engage stakeholders effectively in the strategic planning process.
7. Identify challenges and risks in strategy execution and develop mitigation plans.
8. Foster a culture of strategic thinking and innovation within organizations.
9. Utilize data and analytics to inform strategic choices.
10. Create actionable plans for ongoing strategic management.
11. Develop leadership skills to enhance strategic collaboration.
12. Evaluate the impact of organizational culture on strategy implementation.
13. Prepare for future trends and disruptions in strategic management.

Target Audience

1. Organizational leaders and managers
2. Strategic planners
3. Project managers
4. Policy makers
5. Business analysts
6. Students of management and business studies
7. Consultants in strategic management
8. Nonprofit organization leaders

Course Duration: 10 Days

Course Modules

Module 1: Introduction to Strategy and Planning

- Defining key concepts: strategy, planning, and management.
- Overview of the strategic planning process and its significance.
- Historical context and evolution of strategic management theories.
- Setting course objectives related to strategy and planning.
- Exploring the relationship between strategy and organizational success.

Module 2: Environmental Analysis

- Techniques for conducting internal and external environmental analysis.
- Utilizing SWOT analysis to identify strengths, weaknesses, opportunities, and threats.
- Understanding industry dynamics and competitive analysis.
- Engaging in practical exercises on environmental assessment.
- Analyzing case studies of organizations that successfully navigated environmental changes.

Module 3: Developing Strategic Objectives

- Techniques for formulating clear and measurable strategic objectives.
- Aligning organizational goals with mission and vision statements.
- Engaging stakeholders in the objective-setting process.
- Practical exercises on drafting strategic objectives.

- Evaluating the alignment of objectives with organizational values.

Module 4: Creating Implementation Plans

- Developing actionable plans that translate strategy into practice.
- Identifying resources, timelines, and responsibilities for implementation.
- Techniques for effective project management in strategy execution.
- Case studies of successful strategy implementations.
- Creating contingency plans to address potential obstacles.

Module 5: Monitoring and Evaluating Performance

- Importance of performance measurement in strategic management.
- Developing key performance indicators (KPIs) for strategic initiatives.
- Techniques for evaluating the effectiveness of strategies.
- Engaging in practical exercises on performance evaluation.
- Analyzing feedback and adjusting strategies based on performance data.

Module 6: Engaging Stakeholders in Strategy

- Best practices for involving stakeholders in the strategic planning process.
- Techniques for building support and commitment to strategic initiatives.
- Understanding the roles of different stakeholders in strategy execution.
- Analyzing case studies of effective stakeholder engagement.
- Developing communication plans to keep stakeholders informed and engaged.

Module 7: Addressing Challenges and Risks

- Identifying common challenges in strategy development and implementation.
- Techniques for risk assessment and mitigation in strategic planning.
- Strategies for overcoming resistance to change and strategic initiatives.
- Engaging in discussions on managing strategic risks.
- Developing frameworks for continuous risk monitoring and management.

Module 8: Fostering a Culture of Strategic Thinking

- Strategies for promoting strategic thinking and innovation within organizations.
- Understanding the role of leadership in driving strategic culture.
- Techniques for encouraging collaboration and creativity in strategic processes.
- Sharing experiences and insights on fostering a strategic culture.
- Developing training programs to enhance strategic competencies among employees.

Module 9: Data-Driven Decision Making

- Utilizing data and analytics to inform strategic choices.
- Understanding research methods relevant to strategic management.
- Techniques for integrating business intelligence into strategic planning.
- Analyzing data trends to guide strategic decisions.
- Engaging in workshops on interpreting and utilizing data effectively.

Module 10: Action Planning for Strategic Management

- Developing personalized action plans for implementing strategic initiatives.

- Setting measurable goals for strategic outcomes.
- Identifying resources and support networks for ongoing efforts.
- Sharing action plans and receiving feedback from peers.
- Establishing timelines for implementation and accountability.

Module 11: Leadership in Strategic Management

- Exploring the qualities of effective strategic leaders.
- Techniques for motivating teams to align with strategic objectives.
- Developing negotiation and conflict resolution skills.
- Engaging in role-playing exercises to enhance leadership capabilities.
- Evaluating the impact of leadership styles on strategy execution.

Module 12: Future Trends in Strategic Management

- Exploring emerging trends and challenges in the business landscape.
- The impact of technology and globalization on strategic management.
- Preparing for future disruptions and opportunities.
- Engaging in discussions on the future of strategic management.
- Identifying skills needed for future strategic leaders.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.

- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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