



Living Mastery

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Strategic Planning

Duration: 2 days

At the heart of Strategic Planning is the development of a game plan that will help an organization create a competitive edge and succeed. Good strategy skills are therefore a highly prized and most sought-after skill in leaders as they can make the difference between success and failure no matter the organisation's size. In this course, participants will learn about a series of most commonly used strategic planning tools and how they can use these to gather the right information, analyse that information, make or influence decisions in their organization and ultimately sustain the success of their organization.

This course is suitable for anyone who is in a leadership role or in a position where they can influence decisions made about the current or future state of their organization.

Learning outcomes:

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

- Understand the value and role of Strategic Planning in strategic management
- Answer the 4 key questions of Strategic Planning
- Use strategic planning to define the **purpose and future goals** of a business
- Apply the various tools and techniques such as the SWOT Analysis, PESTLE Analysis, Growth Share Matrix and Balanced Scorecard to the various stages of the Strategic Planning and for decision-making
- Confidently develop, implement and monitor Strategic Plans for your organisation
- Understand the role of Leadership in the Strategic Planning process

Topics covered in this course:

Module 1: Introduction to Strategic Planning

- ❖ What is Strategic Planning
- ❖ The business case for Strategic Planning
- ❖ The key questions in Strategic Planning
- ❖ Qualities of a good Strategic Plan

Module 2: Where are we now?

- ❖ Performance analysis, assessment and evaluation
- ❖ SWOT Analysis
- ❖ The *Logic Model*
- ❖ PESTLE Analysis

Module 3: Where do we want to go?

- ❖ Defining the vision, mission and values
- ❖ Setting Goals using the BHAGs tool
- ❖ Defining Objectives using the SMART tool

Module 4: How are we going to get there?

- ❖ Strategy development
- ❖ Resource Planning and Allocation
- ❖ Organisational Alignment
- ❖ Implementation of Strategy
- ❖ Balanced Scorecard
- ❖ Growth Share Matrix
- ❖ Five Forces Analysis

Module 5: Monitoring and Evaluating

Module 6: The Leader's arsenal in the Strategic Planning process

- ❖ Decision-making
- ❖ Giving Direction
- ❖ Communication
- ❖ Motivation
- ❖ Feedback