

Specialist of Strategic Planning

Muscat



20
عاماً

إبداع .. عراقة .. احتراف

Introduction

Strategic planning is considered as one of the most basic and fundamental missions and roles for leaders and executives in organisations. The importance of preparing experts in this field is continuously increasing due to the need to build strong organisations and to understand, as well, the global challenges that are facing companies today. This programme has been designed to meet these needs. It is the first one of its kind to prepare and train specialists in the field of strategic planning.

What will the programme cover?

The programme aims to give participants the ability to:

- Understand the 'know-how' and basics of planning and its role on both personal and social levels.
- Understand the application of the tools and models available and to know when to apply them.
- Use a wide range of practical and effective tools in the strategic planning process.
- Effectively lead the units involved in strategic planning in various organisations and projects.
- Execution, assessment and development of the 'strategic plan'.

Programme features

- Adopts the criteria of international qualifications prepared by the British Institute for Management and Leadership (ILM) and the criteria of American Society for Human Resources for the preparation of practitioners in strategic planning.
- Contains practical methods and tools for strategic planning.
- Programme integration in building abilities of strategic planning on the personal, technical and executive levels.
- Practical case studies in strategic planning
- Participants will work on a strategic plan as a team.
- Participants will engage in Interactive discussions of the concepts introduced.

The programme covers the topics of global qualifications for building the abilities of practitioners of strategic planning in relation to the Horizons Learning model of strategic planning:

What will the participant learn?



Participants are issued with a certificate that is certified by Horizons Learning, which is recognised and approved by ILM centre (Institute of Leadership and Management UK):

The participant will be awarded a certificate based on the following:

1. Attendance Certificate for those who wish to attend the course without doing the final assessment of the programme.
2. Certificate of Specialist in Strategic Planning when the participant passes the following:
 - An assessment of the subject matter of 'know-how' and skills
 - Completion of a practical case study of a strategic plan during the programme.

Training Certificates

Who should attend ?

- ➔ Managers, executives, supervisors, projects and enterprise leaders.
- ➔ Organisational leaders and managers.
- ➔ Department and section officers.
- ➔ Individuals who use strategic planning in their career.
- ➔ Individuals who wish to learn and be professional strategic planning.

Training Schedule

Date	Place	Language	Course	Fees
10-14 April	Muscat	English	(Part One) Tools & Approaches of Strategic Plan	3500 \$
1-5 May			(Part Two) Implementation, Evaluation and Review of Strategic Plans	

التاريخ	المكان	لغة البرنامج	البرنامج	الرسوم
17 - 21 إبريل	أبو ظبي	اللغة العربية	(الجزء الأول) أدوات ومفاهيم التخطيط الاستراتيجي	\$ 3500
8 - 12 مايو			(الجزء الثاني) منهجية تنفيذ وتقييم ومراجعة الخطط الاستراتيجية	



The Institute of Leadership & Management (ILM) is the UK's largest management body, combining industry-leading qualifications and specialist member services.

ILM is founded on the principle that skilled managers and leaders hold the key to creating productive workforces that deliver organisational and economic success. Their qualifications and membership services combine to drive up the standards of leadership and management and improve individual and team performance.

Last year 90,000 people enhanced their leadership and management skills with an ILM qualification

www.i-l-m.com



Established in UK and it is certified centre under The Institute of Leadership & Management (ILM), which is UK's largest management body. The company specialise in a wide range of effective and innovative solutions in training, development and HR consultancy. Their customer base covers the major part of the world.

They deliver a range of highly professional and tailored services to meet the needs of an increasingly diverse customer base.

www.horizonslearning.co.uk

Part (I): Tools and Concepts of Strategic Planning

Session 1 > Know-how of Strategic Planning

- ▶ The most important practical theories that are used in organisations globally.
- ▶ Methods of strategic planning.
- ▶ Types of planning and their basic differences
- ▶ Strategic aims
- ▶ Understanding the tools available and their methodology

Session 2 > Skills of Strategic Planning

- ▶ Strategic thinking
- ▶ Planning and analysis
- ▶ The connection between planning and execution



Part (II): Methodology Implementation, Evaluation and Review Strategic Plans

Session 3 › Execution of strategic planning

- Processes of strategic planning.
- Strategic model of an organisation.
- Analysis and assessment of performance
- Analysis of gaps in strategic performance
- Completion of the strategic planning process.
- Integration in strategic planning.
- Overcoming obstacles and misconceptions of planning.
- Procedures of setting strategic planning during execution
- Connecting the strategic planning output with the operational execution of the organisation.
- Methodology and using tools of assessment of efficiency of planning.

Session 4 › Tools of strategic planning

- Analysis of factors of strengths and weaknesses
- Porter's model tools and five forces of strategic analysis
- Analysis of exterior environment and obstacles
- Analysis of competitiveness



AIR MAIL

PRINTER MATTER



Specialist of Strategic Planning

Details of participation

Time	9:00 AM - 2.00 PM	Payment (USD)	Transfer amount to Gulf Innovation Co. account, Kuwait Finance House, Al-Faiha Branch, IBAN (KW58KFHO000000000091010158908) Kuwait. Or Send a check for Gulf Innovation Co.
Program Language	English	Payment (KD)	Transfer amount to Gulf Innovation Co. account, Kuwait Finance House, H.O branch, IBAN (KW56KFHO000000000011010195808) Kuwait. Or Send a check for Gulf Innovation Co.
Hotel reservations	5 Stars Hotel		
Participation Fees	3500 \$ or 980 KD		

In case of nomination 2 participants they will receive a % 10 discount and in case of nomination 3 participants will get the fourth one free

Organization Information

Name of in-charge person		Title	
Phone		Fax	
Organization			
P.O. Box	المنطقة	Postal Code	
Country		Email	

Participants Information

No.	Name	Title	Phone	Fax
1				
2				

Registration & Cancellation Conditions

- * Registration should be done with this form.
- * Cancellation must be done in writing and not orally or by phone.
- * If cancellation is done after receiving the form, the organization pays 500 \$ as administrative fees for cancellation.
- * In case of absenteeism, fees are paid in full.

Approval & Cancellation Conditions

I'm incharge of registering participants ,I approve this registration. i have read all registration and cancellation terms , and i accept them.

Signature



Head Office

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