THE INSTITUTE OF SALES & MARKETING

Strategic Planning Bootcamp

An executive training course: February 10th & 11th 2010 in **Dubai.**

How to develop and implement an integrated business strategy that results in profits, growth, and clear direction for the entire organization.

Introduction

Effective strategy formulation skills are highly prized in corporate leaders. The ability to develop operational business strategies and then take those business strategies from plan to action sets true leaders apart from their peers.

Forward-looking strategy formulation can make the difference between a profitable business and one that stagnates.

This course will combine proven-by-practice strategic planning methods with new insights and ideas from a wide range of current thinking. Managers learn strategic planning by doing and gain a wider perspective of management practice through breakout sessions, practice exercises and case applications.

You will leave this course with key elements of your own plan for building and executing business strategies.

Who Should Attend

This course is applicable for Chairmen, Chief Executives, Directors and Senior General Managers from all industries and size companies. Many participants bring a colleague to broaden their company's strategic planning integration efforts.

Course Leader

Philip Parker

Philip is an experienced Chairman/CEO of both quoted and private groups and has an extensive background in strategic planning. He led an international corporate career from a US base before returning to the UK as an executive director with Plessey Plc where, amongst other responsibilities he headed up the strategic planning function. He was subsequently appointed group chief executive of North Sea Assets Plc. which he radically restructured and sold at a significant premium. In recent years he has acquired a wide portfolio of non executive interests and is currently chairman of Leisure & Gaming Plc the Holborn Group and is a Governor of Bath Spa University. He has a law degree from Cambridge University and completed the strategic marketing programme at Harvard.

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How You Will Benefit

- Identify strategic planning issues in order to develop a unique competitive advantage
- Learn key analytical and conceptual approaches to expand your understanding of the marketplace
- Align your organization with your strategic planning goals by integrating strategy, objectives, metrics and performance
- Identify evolving strategic patterns and generate ideas on how they can be applied to your organization
- Incorporate customer needs into your strategic planning
- Use a case study to examine the strategic planning process in detail
- Recognize how the actions of customers, competitors and your own company determine the outcomes in your markets
- Determine the best approach to effectively implement your strategic planning

Schedule

DAY 1 – MORNING. Start 9.00am

The Strategic Planning Process

- Mission Statement
- Marketplace
- Objectives

    1. Financial performance
    2. Marketplace positioning
    3. Operations
    4. People

Situation Analysis

- Financial capital
- Human capital
- Organisational capital
- Knowledge capital

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Strategy-Structure-Systems

Strategy vs. Tactics

Implementation

The Marketing Imperative

- 3 Strategies
- The 4 Ps (As they relate to strategy not marketing planning)
- Product life cycle

AFTERNOON

Case Study

- Tricity Electronics Ltd

Quality of Business

- Checklist
- What every business should have

DAY 2 – MORNING. Start 9.00am

Planning Models

- The BCG Growth-Share Matrix
- Porter's 5 Forces
- Scenario Planning

Strategic Direction

- Product Development
- Market Development
- Corporate Development

AFTERNOON

60 Minutes to a Strategic Plan

Implementation

Summary and Wrap Up
Close – 5.00pm

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To: **Simon Parker**
Company: **ISM Training**
Fax Number: **04 345 3356**
From:

Course Application Form: **Strategic Planning Bootcamp.**

Please reserve the following seat on the course:

Name:
Company:
Position:
Phone:
Fax:
Mobile:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years experience:
Area for which you are responsible (Circle) City/Country/Region/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)

Currency is UAE Dirhams.

Individual 4,960 Dhs ☐

Group (More than two) 4,550 Dhs ☐

Name/position invoice should be addressed to:.....

Please Fax back the completed Form to + 971 4 345 3356
We will send you confirmation of your booking and further details.

Thankyou.