

learning  
equals  
development

# EQV Course Outline



■ Strategic Planning and Implementation

■ 2 Day

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## Strategic Planning and Implementation (2 Day)

### Business Benefit

Strategic planning enables an organisation to shape and guide its overall business objectives. Effective planning allows an organisation to create a framework for developing, adapting and aligning organisational vision and goals to achieve sustained competitive advantage or efficiency.

### Who Should Attend?

Managers, executives and anyone involved in planning and/or implementing strategic initiatives.

### Learning Objectives

*By the end of this course  
you will be able to...*

- Understand the need for strategic planning
- Understand the difference between vision, mission and goals
- Prepare an effective strategic business plan
- Assess opportunities and threats
- Identify driving forces within the business
- Evaluate implementation options
- Understand how change affects a business
- Conduct a Gap analysis
- Link strategy to actions
- Monitor and control implementation

### Course Content

- Benefits of Strategic planning
- The components of a plan
- Vision and mission statements
- Defining SMART goals
- Analyse your current position through:
  - SWOT analysis
  - Competitor analysis
  - PESTEL
- Align strategies to organisation capabilities
- Choosing strategies to meet stakeholder needs
- Manage Change in an organisation
- Determine gaps between current and needed organisation characteristics
- Establish appropriate objectives and milestones for the implementation of the plan
- Setting up Metrics to measure performance
  - KPI's
  - Balanced Scorecard
  - Economic Value added

### You may also be interested in

Creative Thinking, ILM Level 5 Award in Management

### Training Locations

Leicester, Sheffield, Liverpool, Manchester, Basingstoke, London

## The EQV Promise

We ensure that our courses are well received and are delivered by trainers that have actual commercial competency in their chosen subject.

Not only is this essential for our accreditation purposes but it ensures that the trainers will be able to include relevant experiences they themselves have learnt from. This generates appropriate engagement and empathy in the training environment.

When the course is completed we will report back to you about how the training has been received and can indeed evaluate the training right from start to finish after the skills transfer period. This information can come from your account manager who is your main point of contact at all times.

## The EQV Experience

Our training courses take the attendee on a journey of learning and development. Throughout the course everyone is engaged in a stimulating and participative way.

Our courses are designed to encompass many different kind of learning activities making sure they appeal to different natural styles of learning that individuals have.

Activities may include a selection of syndicate work, discussion, pair work, case studies, games, role play, quizzes and presentations.

During the event an individual works on their own implementation plan so that they have a clear plan of how they are going to support their own skills transfer back in the workplace. Whilst it is important for the attendees to enjoy the workshop we want to ensure they apply as much as possible back in the workplace.

## Our Training Centre

Set in the heart of beautiful rolling Leicestershire countryside, our idyllic training facilities not only provide attendees with the perfect environment to concentrate on their individual learning experience but also provide the practicality of ample parking and fully designed and equipped training rooms.

You will be greeted upon arrival by our training co-ordinator who is your point of contact throughout the day should have any specific queries.

A delicious buffet lunch is provided catering for a variety of dietary needs.

