



## Management & Leadership 2

### MODULE II Strategic Planning & Goal Setting: Setting Business Goals, Targets & Deliverables

#### DAY 01 Strategy, Strategic Planning and Competitive Positioning

- Introduction to the Seminar – Structure and Content
- Strategy - Concept and Significance
- “Competitive Positioning” vs. “Blue Sky” Approaches
- Achieving Competitive Advantage through Flexibility and Agility
- The Interaction of Strategy, Structure and Business Processes
- Gathering Information and Intelligence for The SWOT Analysis

#### DAY 02 Strategic Intent, Strategic Choice and Balancing Scorecards

- Vision and Mission Statements - Preparing for the Future
- Business Analysis and Contingency Planning
- Strategic Choice
- Converting The SWOT Analysis into the “Strategy Matrix”
- Strategy Formulation – Programmes, Projects, Policies
- Transforming the Organization - Strategy Implementation and Managing Change

#### DAY 03 Assessing the Current State of the Organization

- Leadership and Management in Relation to Strategy
- Customer and Market Focus
- Human Resources and Knowledge Management
- Building a Strategic Planning Team
- Effective Process Management to Achieve Business Results
- Monitoring and Measuring Business Performance



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**DAY 04** Strategic Planning Best Practice Whilst Avoiding the Pitfalls

- The Strategy Life-cycle and The Problem of Strategic Drift
- Getting Innovative Thinking into The Organization
- The Potentially Negative Dimensions of Success
- How to Avoid 'Paralysis by Analysis'?
- Overcoming Inability to Evaluate Fresh Ideas, Denying the Truth and Thinking Inside the Box
- The Critical Importance of Good Planning Team Dynamics

**DAY 05** Personal Strategic Planning

- Applying Strategic Tools and Techniques to the Individual
- Personal Goal Setting, Creating a Personal Strategic Plan
- Implementing Change - Achieving Progress as a Strategic Manager
- The Mix of Competencies and Personal Skills Required in 21st Century Business
- Executing Strategy - How to break it down and get it done?
- Developing Inspiration and Gathering Support
- Overcoming Adversity by Leveraging your Skills and Building on Success



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