

## Business and Strategy Development

**Duration: 3 Days**

### Introduction

This workshop will introduce you to best practice techniques in strategic thinking and business planning, in order to help you to develop the skills to create plans which align with your corporate goals.

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Business managers are often so preoccupied with immediate issues that they lose sight of their ultimate objectives. That's why a business review or preparation of a strategic plan is a virtual necessity. This may not be a recipe for success, but without it a business is much more likely to fail. A sound plan should:

- ❖ Serve as a framework for decisions or for securing support/ approval
- ❖ Provide a basis for more detailed planning
- ❖ Explain the business to others in order to inform, motivate and involve
- ❖ Assist benchmarking and performance monitoring
- ❖ Stimulate change and become building block for next plan

A strategic plan must be realistic and attainable so as to allow managers and entrepreneurs to think strategically and act operationally

Managers and Division Heads must conceive of and develop business strategies which underpin this mission and its related corporate objectives. They then need to turn those strategies into action plans, manage their implementation, and monitor and evaluate their results.

Technology can help in this process, but the key requirement is for the managers themselves to develop a strategic mindset and a familiarity with best practice techniques in the field of strategic business planning.

This course aims to enable those attending to understand the strategic business planning process and to equip them with tools and techniques which will enable them to develop strategic business plans.

### Course Aim

- ❖ To assist the strategic management team in developing practical strategies for establishing, promoting and sustaining change in their organisation to enable them to achieve strategic targets
- ❖ To encourage a more pragmatic style of leadership and management that encourages employees to work towards, rather than against, the desired organisational future

## Learning Objectives

By the end of the three day workshop, you will have acquired a “Strategic Business Planning Toolkit” that will help you enhance the way you develop and implement strategic plans. Specifically, you will have learnt how to:

- ✿ Define and use vision, mission and objectives statements as key tools that build a framework for strategic business planning
- ✿ Use strategic business analysis tools to devise a strategic plan
- ✿ Recognise the Critical Success Factors which must be managed
- ✿ Structure and draw up a strategic business plan
- ✿ Develop action plans for the implementation of a strategic plan

To achieve the desired outcomes of being able to:

- ✿ Identify the concept of 'Strategy'
- ✿ Develop the idea of 'strategic thinking'
- ✿ Develop a plan to achieve desired outcomes
- ✿ Translate strategic plans into viable action plans
- ✿ Examine tools and techniques for successful implementation
- ✿ Evaluate success of their business strategy

## How participants will benefit

The workshop will enable participants to begin develop the following competencies:

- ✿ Reflect on current standards of quality and output in their own organisations, and levels of customer satisfaction with the services they provide;
- ✿ Analyse current business systems and practice and compare them with the desired new arrangements;
- ✿ Consider ways of defining organisational aims and objectives and planning and implementing strategic change;
- ✿ Develop practical strategies for ensuring sustainable change;
- ✿ Enhance their understanding of ways of establishing and communicating core values and codes of conduct for all employees;
- ✿ Consider the effectiveness of their management style in influencing employees
- ✿ Identify areas of risk and develop techniques for monitoring, evaluating and adjusting strategies as they are implemented;

## Method and Approach

### The Workshop

The workshop will be highly interactive, placing emphasis on applying ideas and techniques discussed to situations in your organisation. Case studies will also help relate theory to its application in the real business world. Exercises, group activities and discussions will support the learning process.

### Assessment Methods

Assessment methods will reflect and be appropriate for the learning outcomes and will include:

Tutor assessment of contributions and outcomes of activities during the workshop

Peer assessment, especially from group-based experiential activities.

Self assessment through reflection on personal learning derived from the content and process of the programme

Endorsement from others including, where appropriate, line manager

A Personal Statement of Learning in which the learner describes and analyses his/her personal and professional development over the course of the workshop, and a plan to transfer the learning into the work environment following attendance.

## Content of the Workshop

### Day One

Refocuses minds away from day to day tasks and towards strategic thinking, business strategy, and business planning. We will consider the practical aspects of strategy development as well as alerting you to some of the pitfalls that may occur.

Topics covered include:

- ✿ Opening your mind to strategic thinking
- ✿ What is “Business Strategy”?
- ✿ Differences between strategic and operational management
- ✿ Recognising and dealing with strategic challenges, options and risks
- ✿ An overview of strategic planning methodologies
- ✿ Components of a strategic business plan
- ✿ Balancing the components - the McKinsey 7S model
- ✿ The strategy development process

### Day Two

Day 2 provides you with a “Strategic Business Planning Toolkit” of techniques used by business planners worldwide. Best practice techniques will be explored and applied to case studies including:

- ✿ Environmental Scanning
- ✿ Competitive Analysis
- ✿ Vision, Mission and Objectives
- ✿ Stakeholder Analysis
- ✿ Portfolio Analysis
- ✿ Value Chain Analysis
- ✿ Quality Assessment
- ✿ Critical Success Factors

### Day Three

Day 3 ensures that you can turn your strategic thinking and plans into action plans which can be managed and evaluated. Topics will include:

- ✿ Force Field and Gap Analysis as tools for developing action plans
- ✿ An overview of programme and project planning
- ✿ Understanding and responding to human reactions to change
- ✿ Getting the most out of Key Performance Indicators
- ✿ Drawing up personal and business action plans