

Strategic Planning

Based on SAQA's Unit Standard 117988, NQF Level 5, 3 Credits

Introduction

Strategy is no longer the preserve of only a select few senior managers. For all successful managers a strategic approach is needed to lead projects, departmental and organisational strategies in order to stay ahead of the competition. This course will provide delegates with a clear understanding of the nature of strategic management. The strategic challenge being faced by organisations will be explored, as will the contribution individual managers can make to achieving organisational objectives.

Course Objectives

- Understand the importance of strategy to an organisation and how to link strategy to overall objectives
- Identify the factors which influence strategy
- Understand the manager's role in creating and implementing a strategy
- Develop a flexible approach to planning and incorporating contingency options
- Understand the impact of a strategy on people
- Measure the success of the plan
- Recognise why strategic plans fail and how to avoid the mistakes of others

Course Outline

Developing the Strategy

- The key strategic planning skills
- Analysing the business environment in which the organisation operates
- Setting clear and measurable objectives and managing risks

Implementing and Managing the Strategy – Delivering Results

- Overcoming resistance and gaining commitment to the strategy
- Using consultation to empower colleagues and improve decision making
- Strategy and organisational culture
- Using scenario planning to help identify future direction
- Managing risk
- Evaluating and implementing action

Evaluation Reporting on Progress Versus the Strategy

- How to react to opportunities and threats
- Keeping the plan flexible – adapting to changes in the environment
- Developing and adapting long term objectives
- Identifying and learning lessons

Creating Value for the Business – the Benefits of a Strategic Approach

- Clear direction for a dynamic organisation
- Creating competitive advantage
- Effectively planning the use of resources
- Creating a direction and unifying the team