



Asia Masters Center

Strategic Management & Strategic Planning





Strategic Management & Strategic Planning

➔ Course Objective

- Leverage the value of strategy and strategic planning
- Break the process down step-by-step, providing a toolkit for each stage
- Analyze options and synthesize information into an actionable strategic plan
- Take advantage of the opportunities of globalization
- Lead effective change within your part of your organization

➔ Target Audience

- managers
- senior buyers
- project managers, civil engineers
- construction managers
- contractors, sub-contractors
- site engineers, senior management
- government agencies
- architects, construction professionals
- anyone responsible for purchasing at a senior level who seeks to enhance their skills further.
- Purchasing and supply chain managers
Project managers



Course Outline

DAY 1

- **Strategic Thinking and Business Analysis**
- Definitions of strategy and strategic planning?
- Why are strategy and strategic planning important?
- Understanding the main frameworks for strategic analysis
- Strategic planning in public sector organisations
- External analysis – understanding and analysing business attractiveness
- Analysing customers and benchmarking your own strategic position
- How attractive is the game that we have chosen to play?

DAY 2

- **Internal Analysis and Fusion into Strategic Choice**
- The interface and balance of external and internal analysis
- Internal analysis: financial
- Internal analysis: non-financial
- The concept and practicalities of the “balanced scorecard”
- Diagnosing and analysing strategic problems and opportunities
- Fusion of analysis into strategic choices – SWOT and the strategy matrix
- How well are we playing the game that we have chosen to play?

DAY 3

- **Strategic Plans and the Relevance of Alliances and Joint Ventures**
- Review of the tools used so far
- The content of a strategy: avoiding “paralysis by analysis”
- Putting a strategic plan together – the 5-page framework



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- A real-life example of a business strategy/strategic plan
- Strategies for alliances and joint ventures
- Management of alliances and joint ventures
- Examples of best practice in alliances and joint ventures

DAY 4

➤ Global Strategy, Team building and the Management of Internal Communication

- The essence of globalisation and global strategy
- Globalisation – the strategic dimension
- Globalisation – the organisational dimension
- Globalisation – the human dimension
- How to build and manage a strategic planning team
- Communicating strategy through the organisation
- Gaining your team's commitment and buy-in to the strategy

DAY 5

➤ Strategic Implementation and Getting the Value out of Strategy

- Alignment of strategy, culture, structure and people
- Effective execution – converting strategic analysis and planning into action
- Aligning and linking strategy with operational objectives
- Implementation – getting practical things done
- Creating tomorrow's organisation out of today's organisation
- Strategic planning at a personal level
- Overview – the complete strategy process
- Summary and conclusions – the corporate and individual value of strategic planning



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➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**

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