

STRATEGIC THINKING & PLANNING

~Upgrade your skills and bring your organization to success with effective strategic thinking and planning~

- ◆ How to understand company's strategies then be able to develop the functional strategies for departments?
- ◆ What tools to use to analyze and understand the business environment of your company and the situation of your department, then develop suitable strategies and clear objectives?
- ◆ How to achieve the strategies and objectives in reality through a specific and effective action plan?

The course will equip you with the necessary tools and skills to develop strategic thinking, anticipate challenges, identify opportunities, thereby build appropriate strategies and plans for your organization and department based on data and the organization's direction.

CONTENT

Part 1: Overview of Strategic Thinking & Planning

- ◆ What is Strategic Planning and its benefits?
- ◆ The Strategic Planning process: The relationship between Mission, Vision, and Strategy
- ◆ Seeing the big picture (corporate strategy pyramid)
- ◆ Definition of Strategic Thinking
- ◆ Characteristics of a strategic thinker

Part 2: Strategic Thinking to Strategic Planning to achieve a vision, mission and objectives

2.1. The Strategic Pillars

- ◆ Vision, Mission, Core Values and their roles in Strategic Planning
- ◆ The value of purpose in ensuring a High Performance Organization that achieves results

2.2 Strategic Plan Framework

2.3. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

- ◆ Analyze internal situations and resource
- ◆ Analyze external effects (PESTEL analysis)

2.4. Identify your organization's integrated components

2.5. Decide functional strategy: determine your strategic imperatives and performance measures

Part 3: From Strategy to Execution

3.1. Building your strategic action plan

- ◆ Identify key elements of a good strategic action plan
- ◆ Developing your own strategic action plan
- ◆ Apply GAME Plan Tools to build your action plan: Goals, Activities, Measurement, Evaluation
- ◆ Identify key elements of an executive summary

3.2. Act on leading indicators

3.3. Manage risks and the unknown

3.4. Reasons for failures and solutions

Part 4: Summary and Action Plan

※The above content is subject to change without prior notices



OBJECTIVES



- ➔ Understand the importance of strategic thinking and planning.
- ➔ Be able to analyze the business environment and corporate's current situations, then develop functional strategies for departments.
- ➔ Be able to integrate functional strategies into the specific planning and implementation of action plans.

TARGET



- ☐ Staff
- ☒ Middle-Management
- ☒ First-line Management
- ☐ Top-Management

METHOD



30% theory, 70% practice through group discussions, presentations, case studies, role-playing, games, etc.



AIMNEXT

Professional Training & Consulting

HCM HEAD OFFICE

Nam Giao Building 1, 261-263 Phan Xich Long, Cau Kieu Ward, HCM

HANOI REPRESENTATIVE OFFICE

Sao Mai Building, No.19 Le Van Luong St., Thanh Xuan Ward, Hanoi