STRATEGIC THINKING & PLANNING

- HCM : 14-15/01/2027
- HN : 18-19/01/2027

Are you wondering?

- 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?

OBJECTIVE

- 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
- First-line Manager
- Middle Manager
- Top Manager

2-DAY TRAINING

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

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

- 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
- Strategic Plan Framework
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
  - Analyze internal situations and resource
  - Analyze external effects (PESTEL analysis)
- Identify your organization's integrated components
- Decide functional strategy: determine your strategic imperatives and performance measures

Part 3: From Strategy to Execution

- Build your strategic action plan
  - Identify key elements of a good strategic action plan
  - Develop 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
- Act on leading indicators
- Manage risks and the unknown
- Reasons for failures and solutions

Part 4: Action Plan

※ The above content is subject to change without prior notices.

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In charge: Ms. Nga Do – Ha Ngo (English, Vietnamese)
Mr. Yasunaga Hiroto (Japanese)

TRAINING TIME & VENUE

Ho Chi Minh	14-15/1/2027 (Thu – Fri)
Time:	8:30 ~ 16:30
Venue:	T Floor, Nam Giao 1 Bldg, 261-263 Phan Xich Long, Cau Kieu Ward
Ha Noi	18-19/1/2027 (Mon – Tue)
Time:	8:30 ~ 16:30
Venue:	3rd Floor, 29T2 Building, Hoang Dao Thuy Street, Yen Hoa Ward

TRAINER

Ms. T. T. N. HANH

- MBA - Master of Business Administration – Ho Chi Minh City University of Economics and Finance (UEF); Mini MBA – The Oxford Centre For Leadership – United Kingdom
- Master Train The Trainer International – International Trainer of WISC – Ascendo Academy - Singapore.
- 19 years of experience as a CEO, senior manager, consulting training specialist.
- Expert in consulting – coaching, training in Business Administration and Operations; Building and developing the training system – internal development and coaching; developing leadership capacities; and sales and customer service

COURSE INFORMATION

[Language]	Vietnamese
[Fee]	**8,700,000 VND/person** (Lunch for 2 days incl., VAT excl.) **For companies with 2-4 participants, a 5% discount is applied & those with 5 or more participants, a 10% discount is available.** (Applied separately for training in HCM & in Ha Noi)
[Method]	We applied **offline training**
[Partcipants]	HCM: 28 people – HN: 30 people **(First-come, first-served basic)**
[Registration]	Fill in the attached "Application form" and send to AIMNEXT via Email (training-vn@aimnext.com).