

WEBINAR: Fundamentals of Strategic Planning



Overview

In an unsolidified, changeable environment one must need to have a wide understanding of plans. Business Strategic Planning supports the organization to set accurate goals and stay focused with the said goals, and to be able to prioritize resources, implement smart strategies based on the analyzed changes / trends of the marketplace, identify appropriate people and assign responsibilities and possible developmental plans.

This training will also provide the participants to be able to define or evaluate the organization's vision, mission and corporate core values and how to properly scan the marketplace by the use of SWOT analysis.

Objectives

- To be able to understand the marketplace and implement strategic planning.
- To be able to identify various approaches the organization can use to develop and implement strategies.

Who Should Participate

- Business Owners
- Managers
- Team Leaders
- Supervisors

Key Topics

- I. Fundamentals: Definitions, Importance and Frequency
- II. Strategic Planning Model
- III. Evaluation and Formulation: Vision, Mission and Corporate Values
- IV. Scanning / Analysis and Identifying
 - External Analysis: Economic, Socio-Cultural, Political, Technological Forces
 - Internal Analysis: Culture and Leadership, Management, Operations, Finance
- V. Strategy Formulation: Decision Stage
 - Use of Strategy Formulation Tools: SWOT Analysis
- VI. Strategy Implementation and Evaluation/Control
 - Action Planning

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Duration

- 3 hours

Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

Reservation

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