

A black and white photograph of a man with a beard and glasses, wearing a dark suit, white shirt, and dark tie. He is holding a light-colored folder or book. The background is a blurred office setting. The image is framed by a large, dark, triangular shape that points towards the top right.

# Business Strategy & Planning for Managers

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Develop the best strategic plans to support your company's goals and future growth.

## Highlights

- Use the I/P (importance/performance) matrix as a competitive tool for your organization.
- Explore the product/industry/life-cycle curve.
- Translate big ideas into a well-executed strategic planning.

## Key Competences

- Strategic planning
- Strategic alignment
- Understanding mega patterns
- Strategy & finance
- Business planning
- Risk management

## The Right Programme for You

You are a manager or business leader. You need to develop new strategies and plan for the future. This programme gives you the key strategy & planning skills you need for your role.

Managers

New Managers



## Learn, Practice and Use

- **Identify** strategic planning issues in order to develop a unique competitive advantage
- **Learn** key analytical and conceptual approaches
- **Align** your organization with your strategic planning goals by integrating strategy, objectives, metrics, and performance
- **Identify** evolving strategic patterns and generate ideas
- **Incorporate** customer needs into your strategic planning
- **Use** a case study to examine the strategic planning process in detail
- **Recognize** how the actions of customers, competitors, and your own company determine the outcomes in your markets
- **Determine** the best approach to effectively implement your strategic planning
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**3 days**  
€3,495

### Live Online



**4 x 3-hour sessions**  
€2,295

### PMI Certified

The programme is certified by the Project Management Institute® (PMI).  
More information at [mce.eu/pmi](https://mce.eu/pmi)

### Available In-Company

The programme is available as an In-Company solution for your teams.  
More information at [mce.eu/inco](https://mce.eu/inco)

[mce.eu/strategy](https://mce.eu/strategy) for dates, locations and full programme outline

# Programme Modules

1

## Strategic Planning Principle

- Determining a frame of reference for strategic planning concepts
- Schools of thought in strategic planning
- The evolution of strategy

2

## An Overview of the Strategic Planning Process

- Basic elements of strategic planning
- Developing and managing the strategy formation process

3

## Understanding Your Organization's Mission

- Your organization's core values
- Creating an inspiring mission statement for your own organization

4

## Assessing the External Environment

- Identifying macro and micro factors
- Responding to changes in the environment
- The I/P (Importance/Performance) matrix as a competitive tool

5

## Understanding Your Internal Environment

- How to become a high-performing organization
- Financial elements of developing strategy

6

## Formulating Your Strategic Planning

- Data synthesis
- SWOT analysis

7

## Competitive Strategic Planning

- Defining your competitive advantage
- The product/industry/life-cycle curve
- Understanding mega patterns

8

## Ensuring Strategic Alignment

- Creating organizational accountability
- How to translate the grand design into well-executed strategic planning

9

## Strategic Planning Execution

- Key building blocks
- Learning the three core processes
- Understanding resource allocation and strategy formation

10

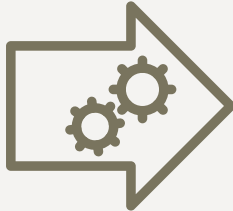
## A Strategic Planning Process

- Determining the best processes for your business



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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