

MANAGEMENT DEVELOPMENT PROGRAMMES

FINANCE

Course Title	: STRATEGIC BUSINESS PLANNING
Course Code	: Fin: SBP
Course Overview	: All to often organisations operate on a very ad-hoc and reactive basis. This normally means that they are failing to optimise their performance. Having clear strategies in place, recognising potential future problems, and enabling pre-emptive action to be identified and actioned is something that all organisations can benefit from. This course will enable individuals to evaluate the main facets of the organisation and therefore to be able to create a planning framework for the future and so capitalise on the strengths of the organisation.
Target Audience	: Anyone who has been asked to put together a strategic plan. All personnel involved in, or wishing to gain a better understanding of, the planning process.
Selected Session Topics	: <ul style="list-style-type: none"> - Management responsibilities – planning, decision making, control - Levels of management (Strategic, Tactical, Operational) - The Mission Statement - Strategic objectives (SMART) - Stakeholders – Power & Interest - The position audit - Environmental analysis - SWOT and corporate appraisal - Strategic choice - Strategy implementation - Control & review – GAP Analysis - Freewheeling opportunism - Contingency Planning
Key Take-Away	: <ul style="list-style-type: none"> - Know how to assess the current position. - Learn how to identify future strategies. - Discover why organisations fail or fail to grow. - Learn how to plan for the key elements of the business.

