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بروجاكس للتدريب والتطوير  
Projacs Training and Development

## Strategy and Performance Excellence

الاستراتيجية والتميز في الأداء وقيادة فرق العمل المختلفة

09 – 13 September 2019

London / UK

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



## Introduction

Companies that grow and change are companies that know how to build robust strategies that secure and sustain competitive advantage. The concepts of strategy and competitive advantage for performance excellence are at the very heart of business success. This has always been the case.

## Objectives

- To ensure that participants understand the concepts of strategy and strategic management
- To understand the linkage between strategy building and implementation
- To understand the meaning of the concept of competitive advantage
- To ensure that strategy is changed and developed to create a sustained level of high performance

## Who Should Attend?

- Operations Managers
- Executive managers
- Human Resource Managers
- Business Planners

## Course Outline

### Day One

#### Generic Competitive Strategies

- Introduction to strategy
- Competitiveness
- Analysis of Industries and Companies
- Strategic principles
- The Principle of Differentiated Customer Engagement
- The Integrated Supply-Demand Chain
- Strategic Thinking and Planning
- Case study on Strategic Choice

### Day Two

#### The Interface of External and Internal Analysis

- Objectives and Mechanisms
- The Concept of Shareholder Value and its Relationship to Strategic Planning
- Financial and Non-Financial Aspects of Strategy
- Balanced Scorecard Principles
- Diagnosing Strategic Problems and Opportunities
- Strategic Choice and selection
- Offensive versus Defensive Strategic issues

### Day Three

#### Review of the tools used

- Cost Leadership
- Product/Service Differentiation
- Differentiation of the Business Model
- Cost analysis
- Balancing Cost Leadership
- Delivering Value to Customers
- First-phase group work on the main Case Study
- Performance excellence

## Day Four

### Identifying and Assessing Risk and Uncertainty

- Tools and Techniques in Managing Risk and Uncertainty
- Globalization and Global Business Strategy
- Managing the Strategic shift from between National/International/Global phases
- Managing Organizational Change and the Human Resource dimension
- How to Build and Manage a Strategic Planning team
- Managing the Interface of Strategy and Global Operations

## Day Five

### The Life-Cycle Principle Applied to Business Strategy

- Mission and vision
- Company objectives
- The Importance of Vision and Values in Driving Strategic Development and Organizational Change
- Executive as Strategic Leader and Communicator
- Executive as Coach and Mentor
- Getting Strategic Thinking into all Levels of Management
- Building Tomorrow's Organisation
- Evaluation strategy
- The Corporate and Individual Value of Strategic Thinking

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation
- slides and handouts
- Post-assessment

## Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

## Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

## Course Fees\*

- **3,950USD**  
*\*VAT is Excluded If Applicable*

## المقدمة

الشركات التي تنمو وتتغير هي الشركات التي تعرف كيفية بناء استراتيجيات قوية التي تضمن وتحافظ على ميزة تنافسية.

مفاهيم الاستراتيجية والميزة التنافسية للتميز في الأداء هي في صميم نجاح الأعمال التجارية. وهذا هو الحال دائما.

## الاهداف

- ضمان فهم المشاركين لمفاهيم الاستراتيجية والإدارة الاستراتيجية
- فهم العلاقة بين بناء الاستراتيجية وتنفيذها
- فهم معنى مفهوم الميزة التنافسية
- ضمان تغيير الاستراتيجية وتطويرها لخلق مستوى مستدام من الأداء العالي

## الحضور

- مدراء العمليات
- المديرين التنفيذيين
- مدراء الموارد البشرية
- مخطو الأعمال