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بروجاكس للتدريب والتطوير
Projacs Training and Development

Business Plans Implementation and Follow-up on Performance Evaluation

تنفيذ الخطط ومتابعة تقييم الاداء

16 – 20 September 2019

Geneva / Switzerland

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



Introduction

Every business needs direction - that is, a defined course or courses of action that the business will pursue in both the long- and short-term future. Without such direction the business is like a ship without a rudder, carried on the current of circumstances from crisis to crisis until it encounters a crisis that is too big to handle or that lasts just too long. The business then becomes another bankruptcy statistic

The purpose of business strategy is to give direction to an enterprise; specifically to give long-term direction to the firm. This is achieved through some form of strategic planning and control of the business.

Objectives

By the end of this course practitioners shall learn to:

- Define their mission, vision and goals
- Prepare a Business Plan
- Apply a range of techniques for planning & implementation
- Tell why it is important to measure performance accurately.
- Observe and describe performance accurately.
- Select proper criteria for measurement (i.e., standards, individual objectives, etc.).
- Establish a fair time period for measuring performance.

Who Should Attend?

The Nominees for this course is, preferably:

- Middle and senior managers from the private, public, and nonprofit sectors are welcome.
- Executives at all levels can benefit from the program.

Course Outline

- **Organization Development -OD**
 - **Business Strategy and Organization Structure**
 - Strategy, Structure, and Performance
 - Strategy and Structure of the Smaller Construction Firm
 - (a) Strategy
 - (b) Structure
 - (c) The strategy / structure model
 - (d) Evolution within Zones
 - (e) Transition between Zones
 - (F) Strategy, Structure, And Evolution Of construction Firms
- **Strategic Management**
 - Strategy: Creating “shareholder value” through effective strategy is as easy as A-B-C...
 - Definitions
 - The strategic planning process
 - The strategic planning phases
- **Applied strategic Planning-ASP**
 - Definition Of Applied Strategic Planning Asp
 - Why Organization Need Strategic Planning?
 - **Phase One:** Planning To Plan
 - environmental Monitoring
 - ongoing Implementation Considerations
 - **Phase Two:** The Values Scan
 - **Phase Three:** Mission Formulation
 - **Phase Four:** Strategic Business Modeling
 - **Phase Five:** Performance Audit
 - **Phase Six:** Gab Analysis
 - **Phase Seven:** Contingency Planning
 - **Phase Eight:** Integrating Action Plans
 - **Phase Nine:** Implementation
 - SWOT analysis
 - Meaning of 'SWOT':
 - Swot Analysis:

- Example of SWOT analysis

GOAL ANALYSIS

- Steps to goal analysis System
 1. *Commit the goal to paper.*
 2. *Brainstorm and record all possible criteria that a person must meet in order to achieve the goal.*
 3. *Refine the list of criteria.*
 4. *Restructure the list of criteria into complete sentences.*
 5. *Ask whether someone who met the specified criteria would have achieved the goal.*
- Goal Analysis Process
 - Step One: Words On Paper
 - Step Two: “Operationalization” Of Goals
 - Step Three: Refinement
 - Step Four: Rewrite Criteria As Complete Statements
 - Step Five: The Final Analysis

Benchmarking

- Designing The Benchmarking Process
- Process Benchmarking
 1. Choose a process to study:
 2. Form a team:
 3. Develop a baseline for comparison
 4. Compare processes:
 5. Plan for change:
 6. Implement new process
- Performance Benchmarking Method
 1. Form syndicate
 2. Choose measures
 3. Collect data
 4. Analyze data:
 5. Produce report:
 6. Repeat annually

Performance Measurement

Performance Management Cycle

Functions of Performance Appraisal

- v Employee Development Tool

- v Administrative Tool

Types of Performance to Measure

- v Results-based (results-oriented): measure the results produced by the employee
- v Behavior-based (behavior-oriented): measure the employee's behaviors
- v Trait-based: measure the employee's abilities and other personal characteristics

Strategy and Operations

Introduction to Business Strategy

Formulating Strategy

Strategic Options and commonly used Generic Strategies

The Balanced Scorecard

- Introduction
- Background and history
- The BSC Links Performance Measures
- The Essence Of BSC
- Criticisms Of Conventional Measuring System
- Perspectives
- The Balanced Scorecard Provides A Framework To Translate A Strategy Into Operational Terms
- Strategy Mapping
- Implementing the balanced scorecard (SC) by creating SMART projects

Implementing the Balanced Scorecard

- Implementing Strategy
- Implementing the Portfolio of Strategic Initiatives
- Integrating Strategic Initiatives with Operations
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Measuring Strategy

- Define Metrics, Measures and Targets
- The Balanced Scorecard in Action
- Conduct Strategic Performance Reviews
- Cascading the Balanced Scorecard

Performance Indicators

Performance Metrics

Key Performance Indicators-KPI

Quantitative Indicators

Practical Indicators

Directional Indicators

Actionable Indicators

Financial Indicators

Implementing the KPIs

Kaizen Performance Leadership Techniques

Leadership and Strategy

Total Quality Management

Supply Chain Management

New Strategy Formulation

Strategy Implementation

Strategy Evaluation and Control

1: Assessment of the Performance Challenge

2: Performance Management Strategy

1. What is Performance Management?
2. Performance Management System Goals
3. The Balanced Scorecard Methodology
4. The Four Perspectives of the Balanced Scorecard
5. Implementing a Balanced Scorecard

3: How to Establish Performance Measures

1. Define Organizational Vision, Mission, Strategy
2. Develop Performance Objectives, Measures and Goals
3. Evolve with Experience

4: Establishing Measures for a performance measurement System

1. Customer Perspective
2. Finance Perspective
3. Internal Business Processes Perspective
4. Learning and Growth Perspective

5: Data Collection

1. Basic Principles

2. Survey Methodology

6: Moving from Performance Measurement to Performance Management

1. Right Organizational Structure
2. Using Performance Measurement Results to Effect Change

7: Building and Maintaining a BSC Knowledge Repository

1. Need for Maintenance
2. Agency Flexibility
3. Sharing Best Practices
4. Outreach Efforts
5. Future Endeavors

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, and 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*

مقدمة

يحتاج كل عمل إلى التوجيه وهو مسار او مسارات عمل محددة والتي تسعى الشركة الى تحقيقها في المستقبل سواء على المدى الطويل والقصير. وبدون هذا الاتجاه فإن العمل يشبه سفينة بدون دفة، تدفعها امواج الظروف الراهنة من أزمة إلى أزمة حتى تواجه أزمة كبيرة جدا يصعب التعامل معها أو أزمة تستمر لفترة طويلة جدا. ثم تصبح الشركة إحصائية أخرى للإفلاس والغرض من استراتيجية الأعمال هو إعطاء التوجيه إلى الشركة؛ وتحديدًا لإعطاء الاتجاه على المدى الطويل للشركة. ويتحقق ذلك من خلال شكل من أشكال التخطيط الاستراتيجي والسيطرة على الأعمال التجارية.

أهداف البرنامج

في نهاية هذه الدورة المتدربين سوف يتمكن المتدربون من:

- تحديد مهمتهم ورؤيتهم وأهدافهم
- إعداد خطة عمل
- تطبيق مجموعة من التقنيات للتخطيط والتنفيذ
- أخبر لماذا من المهم قياس الأداء بدقة.
- مراقبة ووصف الأداء بدقة.
- تحديد معايير مناسبة للقياس (أي المعايير والأهداف الفردية، وما إلى ذلك).
- تحديد فترة زمنية عادلة لقياس الأداء.

الحضور

يفضل ان يتم اختيار المرشحين لهذه الدورة التدريبية كالتالي :

- مدراء الادارة الوسطى والعليا وكبار المديرين من القطاعين الخاص والعام وغير المترشح.
- المدراء التنفيذيين على جميع المستويات.