



PROJACS ACADEMY  
by @egis



# Values, Vision, Mission, Strategic Objectives and KPIs

القيم، الرؤية، الرسالة، الأهداف الاستراتيجية ومؤشرات الأداء الرئيسية

04 - 08 September 2023

Barcelona / Spain

## Introduction

This specific training offers to participants a variety of valued information about strategy roadmap which mainly covers key aspects of planning, strategic planning, operational management and strategic management.

Given the rapid pace of globalization and new business requirements, organizations must either cope with modern business trends or ready to face the risk and jeopardize its identity. Accordingly, the ability to realize the significance of effective business plan and strategic planning will have a direct impact and effects on business results and outcomes. As a matter of fact, this will not only leverage the company's strategic performance and financials; but it will also enhance employees' productivity to better assume their roles and professional responsibility in the workplace

This program will certainly aid the company to set-up a clear business plan which will yield to higher profits and return on investment.

## Who Should Attend?

This training will be animated by a certified trainer and qualified expert in the field of Management and HR Consultancy Services. We expect the target audience to represent the middle and higher level management to benefit from the information shared and case studies. However, any person who is interested to attend this workshop is most welcome to join us in this special program.

## Course Outline

### Day One

#### Effective Strategic Planning

- Introduce the concept of planning and strategic planning.
- Describe the general aspects of planning and developing work plan.
- Explain the benefits of strategic planning and types of plans.
- Highlight the internal and external realities which affect work planning.
- Share some guidelines on how to ensure effective strategic planning.

### Day Two

#### Operating Model

##### Identify the phases related to the process of strategic planning

- Highlight the operating model and all the components related to it.
- Define strategic goals and how they should be aligned with business strategy.
- Recognize the main parties involved in the strategic planning process.
- Share some tips and advice on how to implement a business plan strategy.

### Day Three

#### Health Check

- Identify the general factors and requirements for health check.
- Explain what information is required for health check and follow-up.
- Identify the main issues and challenges faced in reviewing the company's status.
- Use adequate resources to ensure competitive advantage and sustainability.
- Provide some tips on how to apply an effective business strategy to ensure good results.

## **Day Four**

### **Strategy Evaluation and Monitoring**

- Highlight the significance of strategy evaluation and monitoring.
- Identify the parties that should be concerned in strategy evaluation and monitoring.
- Explain the differences between cost-benefits analysis and return on investment.
- Suggest some proactive/reactive measures to cope with changing circumstances.
- Share some tips and advice on how to change and implement a business strategy.

## **Day Five**

### **Performance Management and Development**

- Link performance management with changing factors and circumstances.
- Identify individual SWOT points i.e. Strengths, Weaknesses, Opportunities and Threats.
- Set a personal development plan and seeking professional development.
- Identify the main challenges faced and seek constructive feedback.
- Cope with various changes and seeking better results and outcomes.
- Wrap up, conclusion and evaluation.

## 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 7” Tablet 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\*

- **5,200 USD**  
*\*VAT is Excluded If Applicable*

## المقدمة

يقدم هذا التدريب للمشاركين مجموعة متنوعة من المعلومات القيمة حول خارطة الطريق الاستراتيجية والتي تغطي بشكل أساسي الجوانب الرئيسية للتخطيط والتخطيط الاستراتيجي والإدارة التشغيلية والإدارة الاستراتيجية.

بالنظر إلى الوتيرة السريعة للعولمة ومتطلبات العمل الجديدة، يجب على المنظمات إما التعامل مع اتجاهات الأعمال الحديثة أو الاستعداد لمواجهة المخاطر وتعريض هويتها للخطر. وفقاً لذلك، فإن القدرة على إدراك أهمية خطة العمل الفعالة والتخطيط الاستراتيجي سيكون لها تأثير مباشر وتأثيرات على نتائج الأعمال ونتائجها. في الواقع، لن يؤدي ذلك إلى زيادة الأداء الاستراتيجي للشركة والبيانات المالية الخاصة بها فحسب؛ ولكنه سيعزز أيضاً إنتاجية الموظفين لتولي أدوارهم ومسؤولياتهم المهنية في مكان العمل بشكل أفضل.

سيساعد هذا البرنامج بالتأكيد الشركة على وضع خطة عمل واضحة تحقق أرباحاً أعلى وعائدات على الاستثمار.

## الحضور

سوف يتم تقديم هذا التدريب من قبل مدرب معتمد وخبير مؤهل في مجال إدارة الموارد البشرية والخدمات الاستشارية. نتوقع أن يكون الحضور من ممثلي الإدارة الوسطى والعليا لاستفادة من الدراسات و تبادل المعلومات. ومع ذلك، فإن أي شخص مهتم لحضور ورشة العمل هذه هو موضع ترحيب للانضمام لنا في هذا البرنامج الخاص.