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بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Strategic Planning and Goal Setting

## التخطيط الاستراتيجي وتحقيق الاهداف

09 – 13 May 2022

Barcelona / Spain



ProjacsAcademy.com



## Introduction

This Workshop offers an extensive training on Strategic Planning and Goal Setting of Leadership and Management in the 21<sup>st</sup> Century. This workshop will provide the most comprehensive training on Strategic Management, Strategic Thinking and Strategic Planning, leadership and managerial effectiveness in formal organizations with practical suggestions for improving Decision Making and Problem Solving, Managerial and leadership skills.

## Objectives

**By the end of this course practitioners shall learn to:**

- To learn strategies and tools to overcome 21<sup>st</sup> Century challenges
- Strategic Management Process
- Setting Goals and Best Tools to Performance
- Corporate Governance
- Strategic Thinking and Strategic Planning
- Strategic Change
- To become a more Productive Manager.
- Effective Communication Strategy
- To learn different Management Styles and how to deal with it.
- To learn the importance of Productive Performance Appraisal
- To become a better Leader in the 21<sup>st</sup> Century
- Differentiate between management and leadership
- Leadership Empowerment and Delegation
- Problem Solving and Decision Making Techniques.
- Time and Priority Management
- SMART Goals and KPIs

## Who Should Attend?

- Top Management
- Middle Management

## Course Outline

### Day 1

- Strategy in the 21<sup>st</sup> Century
- Strategic Management Process
- Strategic Formulation
- Environmental Scanning and Tools
- Formulating Mission and Vision
- Strategic Thinking
- Strategic Analysis –SWOT, PEST etc
- Strategic Direction-SMARTER
- Effective Strategic Planning Models
- Strategic Formulation
- Strategic Implementation
- Strategic Evaluation
- KPIs' and CSFs'

### Day 2

- Strategic Positioning
- Strategic Goal Setting
- Strategic Cultural Change
- Time and Stress Management
- Critical Thinking
- Creative Solving problems
- Effective Decision Making
- Decision Making Techniques Pareto, Grid, Decision Tree etc
- Managerial Grid Styles

### Day 3

- Strategic Human Resources Management
- The Nature Of Leadership
- The Nature of Managerial Work
- Effective Leadership
- Change Management
- Productive Performance Appraisal
- Delegation and Empowerment

## Day 4

- Effective Communication
- Leadership in Teams
- Leadership in Decision Groups
- Leadership Styles and Six Competence Levels
- Developing Leadership Skills
- Leadership in the 21st Century

## Day 5

- Strategic Renewal and Change
- Organizational Diagnosis
- Organizational Culture and Change
- Emotional Intelligence
- The Habits of Highly Effective Leaders and Managers
- Related DVDs'

### 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\*

- **4,950 USD**  
*\*VAT is Excluded If Applicable*

## مقدمة

هذه الدورة التدريبية تقدم للمشاركين مجموعة متنوعة من المعلومات الجوهرية وتحليل حول التخطيط الاستراتيجي والقيادة التنفيذية الفعالة في مجال التنمية. وهو يغطي أساسا فعاليات صنع القرار وتقنيات تحديد الأهداف من منظور الجهات التنظيمية والفردية. الى جانب ذلك ، يهدف هذا البرنامج إلى تحسين الدراية لدي لمشاركين والمهارات والمفاهيم والأخلاق السلوكية بشكل فعال لقيادة الناس ، والتفكير الذكي وإدارة الشركات والموارد العامة من أجل زيادة الإنتاجية والربحية. وبالإضافة إلى ذلك ، فإن هذا التدريب يقدم شرح مختلف للمبادئ والمنهجيات المستخدمة في استراتيجيات الأعمال والقيادة الظرفية وتحديد الأهداف.

## الحضور

- الإدارة العليا
- الإدارة والوسطى