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بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Analysis & Financial Strategic Planning Forecasting and Decision making

التحليل و التخطيط المالي الاستراتيجي - التنبؤ واتخاذ القرارات

21 – 25 November 2022

Geneva / Switzerland



ProjacsAcademy.com



## Introduction

Many Strategic Plans are created each year by spending weeks or months of activity to produce a detailed book of strategies that sits on the shelf for the next 12 months collecting dust. A Strategic Plan is not a onetime event. It is an ongoing effort with a lifecycle focused on enabling the organization to focus on its purpose and achieve its vision to satisfy its Customers.

Every productive leader needs a plan to direct its thoughts and efforts in any organization. The purpose of strategic planning is to encourage thinking about your organization's "big picture"-- its broad goals and priorities, and how well they are being achieved. Unfortunately, the emphasis on possessing a strategic plan has come into some disrepute in recent years since research has revealed that many of them are never implemented and that others prove to be useless in organizations faced with rapidly changing, difficult to predict, environments.

Formal planning should be useful for strategic decision making. Formal planning seems valuable for strategic decision making because so much money is spent on it. Some of the companies that use formal planning believe that it improves profits and growth for any organization to be successful it needs to increase profitability, control liquidity and put in place sound financial structures.

This program enables managers to contribute more effectively to the organization through greater understanding of how money works in business and how they personally can influence company results. It develops learning gained on previous basic level training programs or from general knowledge on finance.

## Objectives

**At the end of the program, the participants are able to:**

- Understand, the new trends in accounting and financial statements analysis (Financial Ratios, Sources & Uses of Money, Du-Pont, Market & Economic Value Added)
- Understand the importance of Financial Forecasting and Techniques and their role in assessing and minimizing projects returns.
- Learn the new techniques of financial planning and control.
- Use investment appraisal techniques to support project management and decision making
- Learn how to develop Objectives for the Strategic Plan
- Learn how to develop an Action Plan to describe how to achieve the Objectives

- Understand the techniques for keeping the Strategic Plan alive in the organization
- Apply tools to analyze the external environment of an organization (or community), leading to the assessment of opportunities and threats facing the organization (or community).
- Determine and evaluate the range of strategic options available to an organization (or community), given the above analyses.
  - Recognize common financial difficulties affecting business
  - Understand how business profitability can be improved by non-financial staff

### Who Should Attend?

- Top-level managers
- Middle level managers.
- Supervisors and every employee who has the opportunity to participate in building plan and take decisions
- Executive Level Managers
- Corporate Change Agents
- Department Heads
- Change Management Team Members
- Corporate Planners

## Course Outline

### Day One

- What is strategic planning?
- Evolution of Strategic Planning
- Overview of the Strategic Plan components
- Mission and Vision Statements
- Corporate Objectives
- Goals
- Tactics and Projects
- The Lifecycle of a Strategic Plan

### Day Two

- Developing the Action Plan
- The role of strategic planning and Decision Making
- Organizational longevity
- Models for strategic planning
- Strategic Decision, Strategic Management, and the Strategic Prospective Approach: How Are They Different?

### Day Three

- Internal Analysis – concepts and tools
- External Analysis – concepts and tools
- Strategic Options – concepts and tools for determining strategic options
- A Toolbox for Scenario Planning

- Critical success factors for strategic planning
  - Qualitative factors
  - Organizational factors
  - Quantitative factors
- Identifying strategic resources
- Challenges for Strategic Planning in Developing Countries

### Day Four

- Balance Sheet
- Profit and Loss Account
- Cash Flow
- Break Even Analysis
- Budgeting Systems; Incremental, Zero based, Programme
- Forecasting techniques
- Financial Risk Analysis
- Net Present Value (NPV)
- Economic Value Created (EVC)
- Performance Indicators such as ROI, ROA, ROCE

### Day Five

- Decision –Making process
- The notification of a decision-making process
  - The human mind functions and its working way
  - The descriptive decisions and quantity
  - The individual and collective decisions
  - The good decision and the effective decision - the

conditions of the effective  
decision

- The decision-making instruments ( the brain storming - the symbolic group - Delphi way - the power field - Kwed's way - the fish bone diagram - the way of the mutual deduction- Six hats- PEST analysis- SWOT Analysis )
- The decision with many criteria ( a presenter )

## 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\*

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