



PROJACS ACADEMY  
by @egis



# Strategic Planning, Business Plan Developments and Decision-Making During Crises

التخطيط الاستراتيجي، تطوير خطط الاعمال واتخاذ القرارات  
اثناء الازمات

07 - 11 August 2023

Munich / Germany

## Introduction

This specific training offers to participants some significant information and business cases about strategic planning, negotiation techniques and leading teamwork during crisis. It mainly covers the principles and methodologies used in strategic planning, and negotiations. We will also highlight the roles and responsibilities of leaders to guide and help teams especially during crisis.

Therefore, to be successful in today's dynamic and challenging work environment, leaders are expected to work in synergy with all team members and ensure good cooperation to achieve the desired results and outcomes. Success is no longer an individual effort but a group contribution that will lead to goal achievement. Besides that, we will highlight in this workshop, all the concepts related to this program and provide you with some insights and valuable tips on how to strategize, effectively plan and develop negotiation skills to better lead teams during crisis.

## Objectives

### Why this program is designed for you?

This program will highlight the concept of strategic planning, goal setting, negotiation skills and teamwork. The course is expected to improve the participants' know-how and expertise in all related areas to these themes. By the end of this workshop, participants will have a better understanding on how to plan and act strategic, set smart goals, ensure effective communication and negotiation using best practices and case studies. In this respect, some valuable advice and recommendations will be presented to all participants to improve accordingly their general attitude, behavioral manners and overall performance to effectively lead their teams in the workplace.

### Who Should Attend?

- Top Management
- Senior Manager
- Marketing Managers
- Finance Manager
- Human Resources Manager

## Course Outline

### Day One

#### **Strategic Planning**

- Defining the concept of strategic planning and its methodologies.
- Describing the situational analysis of the organizations and their environments.
- Discussing how to set SMART goals and allocate objectives for staff and teams.
- Highlighting the importance of communicating the vision and mission to all employees.
- Identifying special issues and challenges faced in strategic planning.
- Providing some valuable tips on how to plan and act strategic.

### Day Two

#### **Effective Negotiation Skills**

- Defining the concept and main principles of negotiation.
- Identifying key approaches to negotiation area.
- Highlighting the general models related to negotiations.
- Planning and preparing for effective negotiations.
- Discussing the different forms used in negotiations.
- Reflecting on lessons learned and steps to ensure “true success”

### Day Three

#### **Essentials of Negotiations**

- Detecting the sources and types of conflict based on world view.
- Highlighting the main competencies and pillars of negotiations.
- Discussing the high impacts and concerns affecting negotiations.
- Explaining the POEDIC model and all its phases.
- Negotiating real business cases and proposing adequate course of actions.
- Providing some valuable tips and advice related to this theme.

### Day Four

#### **Leading Teams and Teamwork During Crisis**

- Defining the concept of L-E-A-D-E-R-S-H-I-P and leaders' traits.
- Differentiating between managing a team and leading teamwork during crisis.
- Providing the framework and tools to lead organizations towards greater effectiveness.
- Displaying the various leadership styles in effectively managing teams and employees.
- Introducing the key elements, values and attributes of successful leaders.

- Providing some helpful guidelines and advice on how to lead teams during crisis.

## **Day Five**

### **Presentation & Feedback**

- Delivering short presentations about selected topics.
- Assessing the company's overall situation to ensure greater effectiveness.
- Providing some advice and recommendations on how to lead the entire workforce.
- Giving and receiving feedback about the training program.

## 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

هذه الدورة التدريبية تقدم للمشاركين بعض المعلومات الهامة والقضايا التجارية حول التخطيط الاستراتيجي، وأساليب التفاوض والعمل الجماعي خلال الأزمة. وهو يغطي أساسا للمبادئ والمنهجيات المستخدمة في التخطيط الاستراتيجي، والمفاوضات. وسوف نسلط الضوء أيضا على أدوار ومسؤوليات القادة لتوجيه ومساعدة الفرق وخصوصا خلال الأزمة. لذلك، أن تكون ناجحة في بيئة اليوم الديناميكية وبيئة العمل الصعبة، ويتوقع قادة للعمل في تضافر الجهود مع جميع أعضاء الفريق، وضمان تعاون جيد من أجل تحقيق النتائج المرجوة.

النجاح لم يعد جهد فردي، بل هو مساهمة مجموعة من شأنها أن تؤدي إلى تحقيق الهدف. الى جانب ذلك، فإننا سوف نبرز في ورشة العمل هذه، وجميع المفاهيم المتعلقة بهذا البرنامج، وتوفر لك بعض الأفكار ونصائح قيمة حول كيفية وضع الاستراتيجيات والتخطيط على نحو فعال، وتطوير مهارات التفاوض لفرق الصدارة خلال الأزمة.

## الاهداف

هذا البرنامج يسلط الضوء على مفهوم التخطيط الاستراتيجي، وتحديد الأهداف، ومهارات التفاوض والعمل الجماعي. ومن المتوقع أن الدورة التدريبية تقوم بتحسين " الدراية والخبرة لدي المشاركين في جميع المجالات ذات الصلة لهذه المواضيع. بحلول نهاية ورشة العمل هذه، سيتمكن المشاركون من فهم أفضل حول كيفية التخطيط والعمل الاستراتيجي، وتحديد الأهداف الذكية، وضمان التواصل الفعال والتفاوض باستخدام أفضل الممارسات ودراسات الحالة. في هذا الصدد، سيتم تقديم بعض النصائح والتوصيات القيمة لجميع المشاركين لتحسين آداب السلوك والأداء العام لقيادة لفرقهم على نحو فعال في مكان العمل.

## الحضور

- الإدارة العليا
- مدراء التسويق
- مدير المالية
- مدير الموارد البشرية