



Website : www.bcdbh.org

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Strategic Planning & Developing Business Plans

Date	Venues	(\$)Fees	Book your seat
19 Oct -23 Oct 2025	Dubai	2800	Register Now

Course overview

In today's world middle and senior level managers are faced with increasingly complex responsibilities. In order to meet this challenge they must be continually sharpening their management skills. This programme will focus on the management and leadership skills necessary for success in today's fast changing business environment. In this programme you will learn how to:

- Manage and motivate people more effectively
- Create and harness the power of high performance teams
- Understand and effectively utilize strategic planning techniques
- Negotiate for positive results
- Utilize the Baldrige performance criteria as a standard of excellence and benchmark for your organization

Course objective

- Consider methods for improving management performance
- Study the techniques of strategic planning
- Develop their skills in the area of negotiating
- Analyze the Baldrige award criteria for excellence
- Examine the application of management best practices

Who should attend?

- Anyone responsible for organizational improvement
- Managers concerned with achieving standards of excellence
- Managers interested in enhancing their management skills
- Managers interested in enhancing their leadership skills
- Managers with responsibility for strategic planning
- Managers with responsibility for team leadership

Course outline

- Understanding strategy
- Defining strategy
- Analyzing the strategic planning process
- Achieving competitive advantage
- Focusing on vision and mission
- The importance of contingency planning
- Thinking short - and long - term
- Examples of strategic success and failure
- Understanding your customers
- Analyzing competitors
- Assessing your skills and capabilities
- Determining competitive advantages
- Setting boundaries



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- Choosing strategic emphasis
- Planning change
- Assessing the risk
- Reviewing operational targets
- Motivating people
- Monitoring performance

Training methodology

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Games & Role plays