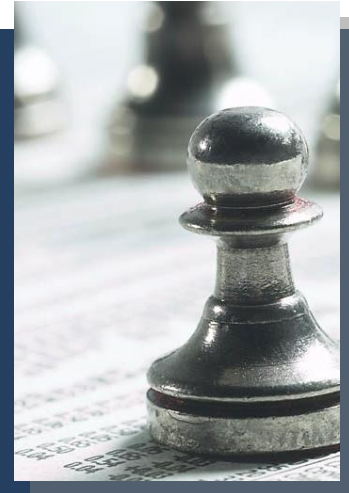


# Strategic Facilitation

## Course Description

A superbly strategic course, Strategic Facilitation will cover three modules with both a theoretical and practical focus. The modules will focus on the concepts of strategy and strategic marketing, organisational competencies and capabilities, the translation of these into market terms, and finally, the translation of strategy into departmental levels and implementation.



## Course Content

### Module 1

- Concepts of Strategy and Strategic Management, including
  - ❖ Strategy enablers – Organisational Competencies and Capabilities.
  - ❖ Analysing your Industry
  - ❖ Developing strategy within your industry
  - ❖ The Organisation's Strategic Environment
- Organisational Competencies and Capabilities
- Key Competitive Postures – Strategy Choice
- Strategy Leadership Process entailing:
  - ❖ Conduct the Strategy Stakeholder Analysis
  - ❖ Discuss and agree Organisational Ethical Stance
  - ❖ Identify and agree the Organisational Type and Frames of Reference
  - ❖ Identify and agree the Organisational Culture/Profile

### Module 2

- Use of Scenarios in Long Term Planning
- Market Positioning and Objectives
- New Market Landscapes

### Module 3: (Practical)

- Translation of strategy to Business Unit/Departmental Level
- Translating and Linking Strategy Delivery to Key Result Areas.
- Scoping out Strategic Projects.
- Ensure accurate strategy definition and planning.
- Assess and visualise the strategic positioning of the organisation.
- Define and agree the shared Strategic Vision Statement.
- Develop a clearly defined set of strategies in relation to the shared Vision.
- Define and agree a Mission Of Intent Statement.
- Identifying the Strategy Business Imperatives to bridge the Vision and Mission Of Intent with implementation.
- Defining the Strategy Business Imperatives and Projects Objectives.
- Defining the Strategy Scope and Project Specification of Deliverables.
- Defining the Core Strategy Team.
- Identify and define Strategy Risks, Analysis and Action Plans.
- Understand the Link between the planned strategy and the realisation of the business Imperatives.
- Strategic Dashboard Development.

## Who Should Attend?

Senior Executives  
Senior Management

### **PMI Accreditation:**

48 Contact Hours and Certificate of Attendance

**Course Duration:** 6 Day