



*Training Course:
Strategic Planning*

*14 - 18 July 2025
Casablanca (Morocco)
New Hotel*

Training Course: Strategic Planning

Training Course code: LS235500 From: 14 - 18 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction:

This training program aims to equip participants with the skills and tools necessary for strategic planning and its application at both personal and institutional levels. It will provide a comprehensive understanding of the importance of strategic planning in building and developing successful and sustainable institutions and organizations.

Objectives:

By the end of this training program, participants will be able to:

- Understand the basics of strategic planning and its significance.
- Learn how to analyze the external and internal environment of the organization.
- Learn how to develop a vision, mission, and strategy for the organization.
- Learn how to define and evaluate strategic goals and determine sub-plans.
- Learn how to implement and follow up on strategic action plans.

Competencies:

- Ability to analyze the external and internal environment of the organization.
- Ability to develop a vision, mission, and strategy for the organization.
- Ability to define and evaluate strategic goals and determine sub-plans.
- Ability to implement and follow up on strategic action plans.

Target Audience:

- Executive managers, department heads, administrative managers, and general managers.
- Leaders seeking to develop their skills in strategic planning and its application within their organization.
- Individuals working in management and strategic planning who wish to enhance their skills and increase their competence in this field.

Outlines:

Day 1:

- Introduction to strategic planning and its importance.
- Analysis of the external and internal environment of the organization.
- Developing a vision, mission, and strategy for the organization.

Day 2:

- Defining and analyzing strategic goals.
- Identifying sub-plans and actions necessary to achieve strategic goals.

Day 3:

- Applying different models to analyze and evaluate goals.
- Developing a strategic action plan.

Day 4:

- Implementing and executing the strategic action plan.
- Assessing the organization's progress towards achieving its strategic goals.

Day 5:

- Implementing a strategic performance monitoring system.
- Evaluating the impact of strategic action plans on the organization and the concerned individuals.

Registration form on the Training Course: Strategic Planning

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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