



*Conference:*  
*Strategic Planning, Communication,*  
*Measurement & Implementation*

*23 - 27 November 2025*

*Dubai (UAE)*

*Residence Inn by Marriott Sheikh Zayed Road, Dubai*

## Conference: Strategic Planning, Communication, Measurement & Implementation

Conference code: CO234926 From: 23 - 27 November 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Conference Fees: 4900 € Euro

### Introduction

Planning is essential for achieving goals, especially in challenging economic times or when coordination across groups is required. While many organizations recognize the importance of planning, common pitfalls include failing to plan, poor planning, lack of communication, inadequate implementation, or insufficient measurement. Effective planning involves not only creating a well-thought-out strategy but also ensuring its communication, execution, and evaluation to confirm goal achievement. Success depends on bridging these gaps to thrive in today's competitive environment.

### Objectives

- Understand the concepts and the differences between strategy, planning, goals, and tactics
- Demonstrate how the operating unit's strategic plan contributes to the organization's strategic plan
- Master the steps in building a useful strategic plan
- Recognize and review your options during the process to optimize your results
- Create clear, simple communication tools
- Build a solid strategic plan that is unique to your organization
- Develop a realistic implementation plan
- Measure your results to make sure the organization is achieving its objectives

### Process

The training process is a blend of presentation, small group work on real company case studies, demonstration of template examples and practical exercises. Bring your own strategic challenges for input. Included in the manual is a comprehensive bibliography.

### Results

- Obtaining "Best practice" planning tools
- More effective planning process leading to more accurate measurement of success
- Better decision making on more choices
- Improved efficiency in the planning and implementation process reducing wasted time

- More effective implementation

## Core Competencies

- Strategic thinking
- Problem-solving
- Prioritization
- Best practice tool use
- Communication
- Implementation
- Accurate & useful measurement systems
- Change management
- Business analysis
- Team working
- Presentation skills
- Creativity

## Outlines

### Day 1: Strategy - what is it and how to effectively create it?

- Introduction to strategy - major international concepts on what it is AND is not
- Developing and using Strategic Thinking
- Vision, Mission, and Strategy: the relationships between & how to create the natural flow between them
- The steps involved in developing a strategy: a checklist
- Understanding your Unique Competitive Advantage & how to state it
- Formulating strategy and managing change
- Creating a corporate culture of consistent strategic development
- The essence of globalization and global strategy
- Review of Day 1

## Day 2: Apply what we have learned using a Case study, template & practical exercise

### The planning process

- How to build and manage a strategic planning team
- The framework of a strategy: avoiding 'paralysis by analysis'
- Using effective tools such as the "new" SWOT, Porter's 5-Forces, GE, etc.
- Strategy Matrix: understanding options and analyzing business attractiveness
- External analysis: using the PESTLE tool to gain insight & Market analysis
- Determining the right strategies for the organization
- Goals & Objectives: the specifics are critical
  - Short-term
  - Medium-term
  - Long-term
- Contingency planning because something always goes wrong
- Documenting the plan
- Review of Day 2

## Day 3: Apply what we have learned using a Case study, template & practical exercise

### Communication - the challenge of getting everyone on the same page

- How do we communicate the plan?
- Using multiple channels to get the message across
- Leveraging people's learning styles to communicate more effectively
- Communicating strategy through the organization
- Using Your Emotional Intelligence
- Dealing with resistance effectively
- Setting up a Rewards system
- Celebrating success - but not stopping the momentum

- Review of Day 3

Day 4: Apply what we have learned using a Case study, template & practical exercise

#### Strategic Implementation

- Effective implementation - converting planning into action
- Planning the implementation: Using a project management tool
- Setting expectations: benchmarks, hurdles, milestones
- Creating Team & Tasks
- Setting accountability in place
- Using the Deming model: Plan-Do-Study-Act PDCA to increase the success
- Developing action plans that work
- Documenting & Doing
- Review of Day 4

Day 5: Apply what we have learned using a Case study, template & practical exercise

#### Measurement for Success

- How to develop accurate and relevant measurement systems
- Separating the KPIs from everything else
- Blending the financial and non-financial measurements - the balanced scorecard concept
- Organization performance review as a baseline
- Using the Balanced Scorecard as a Tool of Success
- Linking the BSC to the strategic flexible budget
- Using variances analysis to manage the plan
- Review of Day 5

## Registration form on the Conference: Strategic Planning, Communication, Measurement & Implementation

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