



*Training Course:
Strategic Planning and Performance Evaluation
for Operations*

*5 - 9 April 2027
Casablanca (Morocco)*

Training Course: Strategic Planning and Performance Evaluation for Operations

Training Course code: LS12356 From: 5 - 9 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Effective operational performance is essential for organizations seeking sustainability, competitiveness, and continuous improvement in today's dynamic business environment. Strategic planning and performance evaluation provide organizations with the framework needed to align operational activities with long-term business objectives, improve resource utilization, and enhance operational efficiency.

The Strategic Planning and Performance Evaluation for Operations program is designed to equip participants with the knowledge, tools, and methodologies required to develop operational strategies, measure performance, evaluate outcomes, and implement continuous improvement initiatives. The program focuses on strategic alignment, operational excellence, performance measurement systems, KPIs, data-driven decision-making, and operational risk management.

Participants will gain practical insights into planning, monitoring, evaluating, and improving operational performance to support organizational growth, productivity, and sustainable success.

Course Objectives

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

- Understand the principles of strategic planning and operational management.
- Align operational activities with organizational goals and strategies.
- Develop operational plans and performance frameworks.
- Design and apply Key Performance Indicators KPIs effectively.
- Evaluate operational performance using modern measurement techniques.
- Analyze operational data to support decision-making and continuous improvement.
- Identify operational gaps, risks, and improvement opportunities.
- Improve operational efficiency, productivity, and resource management.
- Apply performance management and reporting tools within operations.
- Support organizational excellence through strategic operational planning.

Target Audience

- Operations Managers and Supervisors
- Strategic Planning Professionals
- Performance Management Specialists
- Project and Program Managers
- Business and Operations Analysts

- Quality and Continuous Improvement Professionals
- Department Heads and Team Leaders
- Senior Executives Responsible for Operational Performance

5-Day Training Outline

Day 1: Fundamentals of Strategic Planning and Operations Management

- Introduction to strategic planning concepts
- Strategic management and operational alignment
- Organizational vision, mission, and objectives
- Operational planning principles
- Strategic analysis tools and frameworks
- Roles of operations in organizational success

Day 2: Operational Planning and Resource Management

- Developing operational plans and objectives
- Resource allocation and capacity planning
- Budgeting and operational forecasting
- Risk assessment and operational challenges
- Process optimization techniques
- Operational decision-making strategies

Day 3: Performance Measurement and KPI Development

- Principles of performance management
- Designing operational KPIs and metrics
- Data collection and performance reporting
- Benchmarking and performance standards
- Balanced Scorecard and performance frameworks
- Measuring operational efficiency and productivity

Day 4: Performance Evaluation and Continuous Improvement

- Techniques for evaluating operational performance
- Root cause analysis and problem-solving methods
- Continuous improvement methodologies
- Lean and operational excellence concepts
- Managing corrective and preventive actions
- Performance review and improvement planning

Day 5: Strategic Leadership and Operational Excellence

- Leadership roles in operational performance
- Building high-performance operational teams
- Communication and stakeholder management
- Managing organizational change within operations
- Best practices in operational excellence

- Final workshop, case studies, and action planning

Registration form on the Training Course: Strategic Planning and Performance Evaluation for Operations

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