

Strategy Excellence: from Strategic Vision to Tactical Execution Enhance Performance and Strategic Management

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13 April -17 April 2025	Dubai		3200	Register Now

Why Choose this Training Course?

This course will enlighten professionals in finding a way to translate strategic objectives and intentions into operational components, plans, procedures, and systems that enable the successful execution of the strategy by front-line managers and employees. The key is to create the conditions for success.

Coming up with a great strategy is one thing, but actually implementing it to get the expected results is quite another. This is why the real challenge in strategy is in execution. Professionals require the skills and competencies to go from strategy formulation to day-to-day tactical execution while ensuring the achievement of results that align with the strategy.

This course will feature:

- The essential differences and commonalities of strategy and tactics
- Operational level campaign planning, the techniques and processes for creating the organisation, structure, systems, human capital, and other resources to support the tactical front-line in achieving success in alignment with the strategy and strategic objectives
- Measuring progress and results and comparing them to objectives at the strategic, operational, and tactical levels
- Fundamentals of planning, execution, and progress/results measurement
- Nested hierarchical planning, mission analysis, and mission leadership

What are the Goals?

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

- Understand and apply the Planning and Execution Framework
- Develop and communicate strategic vision, mission, and intent
- Understand how to turn strategy into actionable, operational plans
- Set the conditions for successful execution of strategy and plans by creating optimal support structures, systems and processes
- Execute on the plans and lead tactically in the face of obstacles and challenges

Who is this Training Course for?

Executives, Entrepreneurs, and Managers who must develop and execute excellent strategy in highly demanding, competitive conditions are encouraged to attend to this course.

This course is suitable to a wide range of professionals but will greatly benefit:

- Line and functional Managers, professionals responsible for strategy, marketing, business development, operations, HR, product development, and other functional departments within businesses and other organisations
- Intermediate and advanced level managers, team leaders and supervisors within all sectors, private and public, profit and not-for-profit

How will this Training Course be Presented?

This course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes speaker input, facilitated discussion, syndicate work and practical exercises, videos, self-tests, all with an emphasis on delegate involvement throughout.

The Course Content

Day One: From Vision to Results: The Planning and Execution Framework

- Understanding the distinctions between strategy, operations, and tactics
- How planning and execution work
- How vision, mission, and planning relate to morale, cohesion, and unity of purpose
- Nested hierarchical planning
- Mission analysis and mission leadership
- Measuring progress and results

Day Two: Strategy: Setting the Vision and Direction

- Understanding vision, mission, objectives
- Corporate-level strategy
- Competitive strategy and positioning
- Offensive and defensive manoeuvres

Day Three: Operational Campaign Planning: Turning the Strategy into Actionable Plans

- Using nested hierarchical planning and mission analysis to create a campaign planning framework
- Understanding and applying key operational concepts: centre of gravity, main effort, concentration, economy of effort, major thrust(s), and supporting thrust(s)
- Working with limited resources: deciding what to do and why to do it
- Building a campaign plan to implement a strategy
- Successful manoeuvring and positioning

Day Four: Operational Systems and Processes: Setting the Conditions for

Successful Execution of Strategy

- Strategy mapping and the components of organizational systems and processes
- The financial perspective
- The customer perspective
- The internal perspective: operations management, customer management, innovation, and regulatory & social processes
- The learning and growth perspective: developing and integrating human, informational, and organizational capital

Day Five: Tactics: Getting Results and Leading in the Face Competition and Obstacles

- Breaking objectives into manageable goals and tasks
- Giving direction efficiently and effectively
- Using and encouraging initiative, flexibility, and adaptation within overarching strategy, operational plans, and organizational structures and systems
- Managing for results
- Feedback and adjustment



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