

Strategic Planning and Operational Crisis Management

13 – 24 September 2027
Brussels (Belgium)

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Introduction

The Strategic Planning & Operational Crisis Management course is a vital program designed to equip participants with the essential knowledge and skills needed to develop effective strategies and manage crises efficiently. This strategic planning course emphasizes the importance of strategic planning training as participants delve into critical aspects such as strategic thinking, environmental analysis, vision and mission statements, setting objectives and targets, and operational planning.

Throughout the course, attendees will explore the fundamentals of crisis management, including communication, stakeholder responses, scenario analysis, decision-making, and continuous improvement. By the end of this comprehensive course, participants will be empowered to navigate challenges, mitigate risks, and guide their organizations toward success and resilience. Join us to enhance your strategic planning and crisis management capabilities.

Course Objectives

- Apply strategic thinking to analyze the current environment and determine the organization's ambitions.
- Utilize the strategic planning process to effectively achieve desired organizational ambitions.
- Assess and choose strategies that create a sustainable competitive advantage for the organization.
- Determine strategic objectives, Key Performance Indicators KPIs, and SMART targets.
- Convert strategic plans into operational plans by creating strategic initiatives and sequencing activities.
- Participate in the performance management cycle to ensure proper execution of chosen strategies.
- Understand and apply crisis management solutions and strategies.
- Develop an effective Crisis Command, Control, Communications, and Intelligence C3i structure.
- Manage stakeholder response during crises efficiently.
- Analyze and evaluate crisis scenarios to develop appropriate strategies and action plans.
- Enhance crisis decision-making and leadership skills.
- Integrate crisis management into the overall strategic planning process.
- Foster a culture of continuous improvement and preparedness for future crises.

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A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is checkered in white and grey, and the pieces are gold and silver. The graphic is partially obscured by the 'UK Training PARTNER' text.

Course Outlines

Day 1: Strategic Thinking and Planning

- Introduction to strategic thinking and the strategic planning cycle.
- Understanding the strategic planning process.
- Differentiating strategic thinking from strategic planning.
- Addressing myths about strategy and benefiting from strategic planning best practices.

Day 2: Environmental Analysis

- Utilizing Porter's 5 Forces model for strategic analysis.
- Creating and capturing value through effective strategies.
- Conducting a SWOT analysis to identify strengths, weaknesses, opportunities, and threats.
- Exploring the fundamentals of the PESTEL framework.
- Strategic planning activities and strategic analysis for success.

Day 3: Vision, Mission, and Values

- The importance of vision and mission statements in a strategic plan.
- Formulating effective vision and mission statements.
- Embracing organizational values and communicating them effectively.
- Evaluating strategic choices through clear communication of vision and values.

Day 4: Strategic Objectives, KPIs, and Targets

- Ensuring strategic alignment within the organization.
- Developing effective strategic objectives that align with the organization's mission.
- Using the Balanced Scorecard BSC for monitoring performance.
- Characteristics and development of appropriate KPIs.
- Setting SMART targets for effective goal achievement.

Day 5: Developing Operating Plans

- Cascading from vision to actionable plans.
- Criteria for developing effective action plans.
- Managing strategy execution through departmental plans.
- KPI dashboard reporting to track progress and performance.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background features concentric circles and a checkered pattern.

Day 6: Crisis Management Overview

- Defining crisis management and its importance in strategic planning.
- Understanding the framework of crisis management.
- Exploring command center operational dynamics.
- Legislative considerations and command structures in crises.

Day 7: Crisis Management and Communication

- The impact of brand image and reputation during crises.
- Strategies for internal and external communications.
- Engaging with stakeholders and operational partners effectively.
- Using social media for managing crisis communications.

Day 8: Crisis Command, Control, Communications & Intelligence C3i Implementation

- Understanding critical elements of C3i.
- Developing an effective crisis command structure.
- Establishing clear communication lines during crises.
- Using intelligence and data to enhance crisis management efforts.

Day 9: Stakeholder Response in Crisis Management

- Identifying and analyzing stakeholders during crises.
- Understanding stakeholder expectations and concerns.
- Developing strategies to manage stakeholder response effectively.
- Maintaining trust and confidence among stakeholders during crises.

Day 10: Crisis Scenario Analysis, Decision-Making, and Continuous Improvement

- Analyzing realistic crisis scenarios to identify risks and vulnerabilities.
- Developing strategies and action plans to address identified crisis scenarios.
- Conducting crisis simulations and exercises to improve decision-making under pressure.
- Understanding the role of leadership in effective crisis management.
- Integrating crisis management into the strategic planning process for continuous improvement.

Why Attend this Course: Wins & Losses!

- Enhance your strategic planning skills: Learn how to develop a strategic plan effectively using strategic analysis and leadership strategies.
- Master crisis management: Understand the role of crisis management in strategic planning, and how to integrate it into your organization's daily operations.
- Learn best practices in strategic planning: Master strategic planning activities and strategic planning best practices to deepen your understanding of strategic plan elements.
- Expand your leadership experience: Learn how to make quick, effective decisions during crises through continuous analysis and improvement.
- Earn a recognized certification: After completing the course, you'll earn a strategic planning certificate to enhance your professional credentials and open new opportunities in strategic planning and crisis management.

Conclusion

The Strategic Planning & Operational Crisis Management course offers a strong foundation for participants to develop effective strategies and manage organizational challenges. Through strategic planning activities, participants will learn how to create a strategic plan aligned with organizational goals. Whether you are looking to create a strategic plan or explore the advantages of strategic planning, this course provides valuable insights and best practices.

Enhance your ability to lead in today's complex environment by mastering the elements of a strategic plan and understanding the stages of the strategic planning process. Take your first step toward professional growth and organizational success through our strategic planning and analysis course.

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