

Strategic Planning & Operational Crisis Management

Berlin (Germany)

7 - 11 April 2025

UK Training

PARTNER



Strategic Planning & Operational Crisis Management

Code: LM28 From: 7 - 11 April 2025 City: Berlin (Germany) Fees: 4200 Pound

Introduction

"Strategic Planning and Operational Management of Crises" offers intensive training in applying strategic thinking and environmental analysis to achieve organizational ambitions. The course includes learning how to implement strategic management, set strategic goals, and develop Key Performance Indicators KPIs. It also covers how to translate strategic plans into effective operational plans and manage crises effectively through clear strategies and effective communication with stakeholders.

Course Objectives

- Apply strategic thinking to analyze their current environment and determine their organizational ambition
- Employ the strategic management process to best achieve the desired ambition
- Assess and choose strategies that create a sustainable competitive advantage for the organization
- Determine strategic objectives, Key Performance Indicators KPIs, and 'SMART' targets for the organization
- Convert strategic plans to operating plans through creating strategic initiatives and sequencing activities
- Participate in the performance management cycle to ensure proper execution of chosen strategies

Course Outlines

Day 1

Strategic thinking and planning

- Strategy safari
- The strategic management process
- Strategic thinking versus strategic planning
- Benefiting from strategic management
- Myths about strategy

Analysis of the environment

- Porter's 5 forces
- Creating and capturing value
- Conducting a SWOT analysis
 - Internal strengths of an organization
 - Internal weaknesses of an organization
 - External opportunities
 - External threats
- Fundamentals of the PESTEL framework
- Succeeding in strategic analysis

Day 2

UK Training

PARTNER



Vision, mission statements, and values

- Using vision and mission statements
- Definition of vision statements
- Formulating vision statements
- Definition of mission statements
- Formulating mission statements
- Embracing organizational values
- Communicating the vision, mission, and values

Assessing strategic choices

- The 3 primary goals of competitive strategy
- Porter's generic competitive strategies
- Value chain
- Innovating in the industry value chain
- Developing a competitive advantage

Day 3

Strategic objectives, KPIs, and targets

- Ensuring strategic alignment in the organization
- Developing effective strategic objectives
- Using the Balanced Scorecard BSC
- Using Key Performance Indicators KPIs
- Characteristics of the right KPIs
- Developing different types of KPIs
- Setting SMART targets

Developing operating plans

- Cascading from vision to action plans
- Criteria for effective action plans
- Developing strategic initiatives
- Developing departmental plans
- Managing the execution of strategy
- Control process
- KPI dashboard reporting

Day 4

Crisis Management Overview

- Define Crisis Management
- Crisis Management framework
- Command Centre operational dynamics
- Invocation pressures & processes
- Legislation
- Strategies, structures, and command

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it, set against a background of concentric circles. The text 'UK Training' is positioned above the word 'PARTNER' in a large, bold, black font.

UK Training
PARTNER

Crisis Management Team

- Leadership
- Information flows
- The timeline technique
- Crisis Management team essentials
- Logging of information
- The 3IA operations board

Day 5

Crisis Management and Communication

- Brand image and reputation
- Internal communications
- External communications
- Stakeholders
- Operational partners
- Social media communications
- Other miscellaneous issues

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

