

Strategic Planning & Operational Crisis Management

Cairo (Egypt)

1 - 5 December 2024

UK Training

PARTNER

Strategic Planning & Operational Crisis Management

Code: LM28 From: 1 - 5 December 2024 City: Cairo (Egypt) Fees: 3400 Pound

Introduction

An organization without a strategy is like a ship without a rudder. How can organizations continue to provide exceptional value to stakeholders and customers if they are not clear on where they are heading and how they will get there? The answer is they can't. This is where the role of strategy becomes essential. The strategy is about setting ambitious goals, understanding the surrounding current and future environment, and providing a sense of direction for the organization.

This course provides participants with concrete crisis management solutions and strategies while giving insight into the delivery of effective Crisis Command, Control, Communications & Intelligence C3i implementation, and stakeholder response.

In this course, we will cover the 7 steps of the strategy management process, starting with the 'thinking' components of strategy, moving into the 'planning' components, and ending with 'execution'. At the end of the course, participants will be able to implement or improve the strategic process at their organizations to reach their vision and achieve their mission. And how to gain a greater understanding of Crisis Management, and wants to be challenged by realistic scenarios, this is an opportunity not to miss.

Course Objectives of Strategic Planning & Operational Crisis Management

- 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 of Strategic Planning & Operational Crisis Management

Day 1

Strategic thinking and planning

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

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- 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

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

UK Training

PARTNER



- 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

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

UK Training
PARTNER



Blackbird Training Cities

Europe



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



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 Refinement

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

 training@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

