

Strategic Planning & Operational Crisis Management

Casablanca (Morocco)

28 April - 2 May 2025

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Strategic Planning & Operational Crisis Management

Code: LM28 From: 28 April - 2 May 2025 City: Casablanca (Morocco) Fees: 3300 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

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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. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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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

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