

## Strategic Planning and Operational Crisis Management

*Cairo (Egypt) - Hilton Cairo Zamalek Residences*

*2 - 13 February 2025*

UK Training

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## Strategic Planning and Operational Crisis Management

code: LM28 From: 2 - 13 February 2025 Venue: Cairo (Egypt) - Hilton Cairo Zamalek Residences Fees: 6000 Pound

### Introduction

The course on Strategic Planning & Operational Crisis Management equips participants with the knowledge and skills to develop effective strategies and manage crises. Participants will learn about strategic thinking, analysis of the environment, vision and mission statements, setting objectives and targets, and operational planning. The course also covers crisis management, including communication, stakeholder response, scenario analysis, decision-making, and continuous improvement. By the end of the course, participants will be equipped to navigate challenges, mitigate risks, and steer their organizations towards success and resilience. Join us for this comprehensive course and enhance your strategic planning and crisis management abilities.

### Objectives

- Apply strategic thinking to analyze the current environment and determine the 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 the proper execution of chosen strategies.
- Understand and apply crisis management solutions and strategies.
- Develop effective Crisis Command, Control, Communications & Intelligence C3i implementation.
- Manage stakeholder response during crisis situations.
- 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.

### Course Outline

#### Day 1

##### Strategic Thinking and Planning

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

#### Day 2

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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## Analysis of the Environment

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

## Day 3

### Vision, Mission Statements, and Values

- Using vision and mission statements
- Formulating vision statements
- Formulating mission statements
- Embracing organizational values
- Communicating the vision, mission, and values
- Assessing strategic choices

## Day 4

### 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

## Day 5

### 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 6

### Crisis Management Overview

- Define Crisis Management

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, sans-serif font.

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

## Day 7

### Crisis Management and Communication

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

## Day 8

### Crisis Command, Control, Communications & Intelligence C3i Implementation

- Understanding Crisis Command, Control, Communications & Intelligence C3i
- Developing an effective crisis command structure
- Establishing clear lines of communication during a crisis
- Utilizing intelligence and data in crisis management
- Implementing crisis response plans

## Day 9

### Stakeholder Response in Crisis Management

- Identifying and analyzing stakeholders in crisis situations
- Understanding stakeholder expectations and concerns
- Developing strategies to effectively manage stakeholder response
- Maintaining stakeholder trust and confidence during crises
- Addressing stakeholder needs and concerns

## Day 10

### Crisis Scenario Analysis, Decision-Making, and Continuous Improvement

- Analyzing and evaluating realistic crisis scenarios
- Identifying potential risks and vulnerabilities
- Developing strategies and action plans to address crisis scenarios
- Conducting crisis simulations and exercises
- Effective decision-making in high-pressure crisis situations
- Understanding the role of leadership in crisis management
- Integrating crisis management into the strategic planning process

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- Continuous improvement in crisis management practices

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

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