

## Strategic Planning and Operational Crisis Management

*Cairo (Egypt)*

*2 - 13 February 2025*

UK Training

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## Strategic Planning and Operational Crisis Management

Code: LM28 From: 2 - 13 February 2025 City: Cairo (Egypt) Fees: 5600 Pound

### 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.
- Employ the strategic management process to effectively achieve the desired organizational ambition.
- 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 effective Crisis Command, Control, Communications, and Intelligence C3i implementation.
- Manage stakeholder response during crisis situations effectively.
- 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 Outlines

#### Day 1: Strategic Thinking and Planning

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

#### Day 2: Analysis of the Environment

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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- 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.
- Best practices for succeeding in strategic analysis.

### Day 3: Vision, Mission Statements, 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.
- Assessing 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 the execution of strategies through departmental plans.
- KPI dashboard reporting to track progress and performance.

### 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.
- Utilizing social media communications to manage crisis messaging.

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

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

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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## 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.

## Conclusion

This strategic planning course offers a strategic planning certificate, equipping participants with practical skills that can be directly applied in their organizations. By engaging in various strategic planning activities, attendees will learn how to develop a strategic plan that aligns with their organizational goals and objectives. Whether you're interested in creating a strategic plan or exploring the advantages of strategic planning, this course provides invaluable 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 the first step toward professional growth and organizational success through our strategic planning and analysis course.



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The image shows a chessboard with several pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is set against a background of concentric circles.