

Strategic Alignment: Linking Programs and Initiatives to Strategy

Amsterdam (Netherlands)

16 - 20 June 2025

UK Training

PARTNER



Strategic Alignment: Linking Programs and Initiatives to Strategy

Code: NC28 From: 16 - 20 June 2025 City: Amsterdam (Netherlands) Fees: 4900 Pound

Introduction:

Strategic alignment is one of the fundamental pillars for achieving sustainable success in organizations. It ensures that strategic goals are aligned with daily performance, thereby enhancing organizational effectiveness and efficiency. This course aims to provide a comprehensive understanding of the concepts of strategic alignment and to review the essential tools and methods for its successful implementation.

Course Objectives:

- Understand the concept of strategic alignment.
- Apply strategic alignment tools.
- Design effective alignment strategies.
- Evaluate the effectiveness of strategic alignment.
- Refine strategic alignment skills at all levels.

Course outlines

Day 1: Concepts and Importance of Strategic Alignment

- Introduction to the Course
- Overview of the topics to be covered in the course.
- The importance of strategic alignment in organizations.
- Concepts of Strategic Alignment
- Definition of strategic alignment.
- The relationship between strategy and operations.
- How alignment helps in achieving organizational goals.
- Importance of Strategic Alignment
- Positive impacts of alignment on organizational performance.
- Examples of how strategic alignment contributes to success.

Day 2: Balanced Scorecard BSC and Strategic Alignment

- Introduction to the Balanced Scorecard BSC
- Definition of the Balanced Scorecard.
- Components of the Balanced Scorecard: financial, customer, internal processes, learning, and growth.
- Strategic Alignment Using BSC
- How to use BSC to achieve strategic alignment.
- Examples of employing BSC in different organizations.

Day 3: Steps and Methodologies for Implementing Strategic Alignment



- Steps to Link Organizational Units and Individuals to Strategic Goals
- Analyzing and identifying strategic goals.
- Techniques for linking strategic goals to daily operations.
- Methodologies for Strategic Alignment
- Overview of traditional and modern methodologies for strategic alignment.
- Selecting the appropriate methodology for the organization.

Day 4: Characteristics and Types of Strategic Alignment

- Characteristics of Strategic Alignment
- Features of effective alignment.
- How to measure the effectiveness of strategic alignment.
- Types of Strategic Alignment
- Alignment at the organizational unit level.
- Alignment at the initiative level.
- Alignment at the employee level.

Day 5: Discussions and Evaluation

- Discussion of Key Points
- Review of the key topics covered during the course.
- Discussion of challenges organizations may face in implementing strategic alignment.



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