

Strategic Alignment: Linking Programs and Initiatives to Strategy

Amman (Jordan)

2 - 6 February 2025

UK Training

PARTNER



Strategic Alignment: Linking Programs and Initiatives to Strategy

Code: NC28 From: 2 - 6 February 2025 City: Amman (Jordan) Fees: 4000 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.



Blackbird Training Cities

Europe



Copenhagen (Denmark)



Sarajevo (Bosnia and Herzegovina)



Málaga (Spain)



Cascais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Los Angeles (USA)



Florida (USA)



Online



Phoenix (USA)



Texas (USA)



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)

USA & Canada

UK Training
PARTNER



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Singapore (Singapore)
(Kuwait)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



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 Elevation

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



BLACKBIRD
FOR TRAINING



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

