

## Strategic Alignment: Linking Programs and Initiatives to Strategy

*Amsterdam (Netherlands)*

*6 - 10 November 2024*

UK Training

# PARTNER



# Strategic Alignment: Linking Programs and Initiatives to Strategy

Code: NC28 From: 6 - 10 November 2024 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.



# 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**

