BLACKBIRD FOR TRAINING

Strategic Planning & Operational Crisis Management

8 – 12 February 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Introduction

The "Strategic Planning and Operational Management of Crises" course offers intensive training in applying strategic thinking and environmental analysis to achieve organizational goals. This course covers essential skills in strategic management, goal setting, and the development of Key Performance Indicators KPIs. It emphasizes the importance of translating strategic plans into effective operational plans and managing crises with clear strategies and efficient communication with stakeholders.

In today's volatile business environment, effective crisis management and strategic planning are vital for any organization. This course equips participants with the tools to navigate both strategic and crisis situations successfully, ensuring that they can lead their organizations to success, even in challenging times.

Course Objectives

By the end of this course, participants will be able to:

- Apply strategic thinking to analyze their environment and determine their organization's ambition.
- Implement the strategic management process to achieve the desired objectives.
- Select and implement strategies that create a sustainable competitive advantage for the organization.
- Define strategic objectives, KPIs, and SMART targets for their organization.
- Transform strategic plans into operational plans through the creation of strategic initiatives and proper sequencing of activities.
- Participate in the performance management cycle to ensure the effective execution of chosen strategies.
- Enhance their ability to manage crisis situations effectively using structured approaches.

Course Outlines

Day 1: Strategic Thinking and Planning



- Strategy Safari: Introduction to the concept of strategic planning and its importance.
- The Strategic Management Process: A deep dive into the process of managing strategy.
- Strategic Thinking vs. Strategic Planning: Understanding the difference and their complementary roles.
- Benefits of Strategic Management: How effective strategic planning improves business outcomes.
- Myths About Strategy: Common misconceptions and how to overcome them.
- Environmental Analysis:
    - Porter's 5 Forces: A framework for analyzing competitive forces.
    - Creating and Capturing Value: Strategies to create value within an industry.
    - SWOT Analysis: Analyzing internal strengths, weaknesses, external opportunities, and threats.
    - PESTEL Framework: Understanding political, economic, social, technological, environmental, and legal factors.

Day 2: Vision, Mission, and Values

- Using Vision and Mission Statements: Defining and applying vision and mission statements in organizational planning.
- Formulating Vision and Mission Statements: How to craft impactful vision and mission statements.
- Organizational Values: Embracing values and ensuring alignment with strategic goals.
- Communicating Vision, Mission, and Values: Best practices for communicating the core values and vision to stakeholders.
- Assessing Strategic Choices:
    - Competitive Strategy Goals: The three primary objectives of competitive strategy.
    - Porter's Generic Competitive Strategies: Key strategies to outpace competitors.
    - Value Chain Analysis: Understanding how value is created at each stage of production.
    - Developing Competitive Advantage: Leveraging internal resources to sustain a competitive edge.

Day 3: Strategic Objectives, KPIs, and SMART Targets

- Ensuring Strategic Alignment: Aligning organizational activities with strategic goals.
- Developing Effective Strategic Objectives: Crafting objectives that move the organization toward its long-term vision.
- Balanced Scorecard BSC: Using the BSC to assess business performance from multiple perspectives.
- KPIs Development: Selecting Key Performance Indicators that reflect business success.
- Setting SMART Targets: How to define SMART Specific, Measurable, Achievable, Relevant, Time-bound targets to achieve goals.
- Operational Plans: How to cascade from strategic goals to actionable plans.
    - Criteria for Effective Action Plans: Key factors for successful execution.
    - Developing Strategic Initiatives: Creating initiatives that support broader organizational objectives.
    - Managing Strategy Execution: Implementing and monitoring progress through action plans.



Day 4: Crisis Management Overview

- Definition of Crisis Management: Understanding what constitutes a crisis and the role of management in addressing it.
- Crisis Management Framework: Establishing a clear framework for responding to crises.
- Command Center Operational Dynamics: Setting up an effective Crisis Management Team CMT and command center.
- Crisis Invocation Pressures: Navigating the pressures of activating crisis management protocols.
- Legislation in Crisis: Understanding the legal frameworks governing crisis response.
- Crisis Strategy and Structure: How to structure your team and strategies during a crisis.
- Information Flow in Crisis: Ensuring the right information reaches the right people at the right time.

Day 5: Crisis Management and Communication

- Brand Image and Reputation: How a crisis can impact the brand and the importance of managing reputation.
- Internal Communications: Best practices for effective communication within the organization during a crisis.
- External Communications: How to communicate with external stakeholders, media, and customers during a crisis.
- Stakeholder Management: Managing relationships with stakeholders during a crisis to minimize reputational damage.
- Social Media Communications: Utilizing social media as a communication tool during a crisis.
- Miscellaneous Crisis Issues: Handling various operational and communication issues during a crisis.

Why Attend This Course: Wins & Losses!

This course offers a comprehensive approach to strategic planning and crisis management, giving participants the tools they need to lead effectively in both calm and turbulent times. By attending this course, you will:

- Master Strategic Planning: Learn how to create a strategic plan that aligns with your organization's goals and maximizes long-term success.
- Develop Crisis Management Skills: Gain essential crisis management skills to navigate your organization through unexpected challenges.
- Improve Operational Effectiveness: Learn how to translate strategic objectives into actionable operational plans that deliver real outcomes.
- Enhance Communication: Improve your communication skills in both normal and crisis situations, ensuring clarity and coordination across teams.
- Build a Competitive Edge: Learn how to create and sustain a competitive advantage through effective strategic thinking and planning.



Conclusion

The Strategic Planning and Operational Management of Crises course is designed for professionals seeking to elevate their strategic leadership and crisis management skills. With a focus on strategic thinking, operational crisis management, and crisis communication, this course will help you develop the ability to lead your organization through both planned growth and unexpected challenges.

Join us to enhance your strategic planning abilities, improve crisis response, and develop the skills necessary for driving sustainable success in today's dynamic business environment.

