

Strategic Business Planning Skills



Duration: 2 days



Maximum group size: 12 people

Course overview

This course is designed for Senior Managers who are responsible for producing well-reasoned and realistic business plans that provide strategic direction and identify / prioritise key organisational objectives. Delegates will learn to formulate, execute, and monitor the strategic plans by assessing the current business environment.

Delivery methodology

Futureproof's training workshops require all delegates to take a full and active role throughout. Our mix of trainer led discussion, facilitation, coaching and skills practice ensures that all delegates enjoy an interactive and supportive learning experience.

Who would benefit from attending?

Managers who want to develop the skills and knowledge required to conduct a strategic business review and produce and implement a thoroughly professional business plan.

Core development objectives covered

- The benefits of strategic business planning
- Making informed decisions about the future direction of the business
- Applying a SWOT analysis
- Applying PESTLE analysis
- Using your findings to set strategic direction & strategic objectives
- Understanding the key factors involved in implementing strategy
- Establishing your success criteria
- Developing a strategic plan
- Engaging with key stakeholders across the organisation
- Creating a communication strategy
- The importance of monitoring & evaluating progress



Want to tailor the content of this workshop and incorporate internal procedures, competency framework, organisational values & work-related challenges?

Get in touch with one of our Learning & Development Managers – 01623 409 824 • info@futureproof-training.co.uk