



PROFESSIONAL  
DEVELOPMENT  
TRAINING

# Strategic Business Planning Training



016 299 1479



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1.0 DAY COURSE

Strategic business planning in Kuala Lumpur allows each employee to understand his/her role, and the larger goals of an organization, so that his/her performance and knowledge is enhanced. A good strategic plan must include an organization's values, vision, and mission. This training course in Strategic Business Planning helps to develop your understanding and skills to create immaculate strategic business plans.

Learn key skills like creating a mission statement, conducting a SWOT analysis, how to evaluate and review a strategic plan, goal setting, task delegation and much more.

This highly valuable and effective training course is now available in Kuala Lumpur and Malaysia-wide.

This Strategic Business Planning Training course can be delivered at your premises by one of our expert local or international trainers or live online using our [HIVE](#) technology.

Click on the Group Training Quote button, or contact us today for a free personalized quote.

## What You'll Gain:

During this Strategic Business Planning Training Course in Malaysia, participants develop skills and understanding in identifying company values, defining the company vision, conducting SWOT analysis, creating a strategic plan, implementing and evaluating a strategic plan, using strategy maps and balanced scorecards and more.

This short and exhaustive training course is the fastest way to master the art and craft of creating perfect strategic business plans.

## Outcomes

After completing this course, participants will have learned to:

- Identify the values that support their company
- Write a mission statement that explains what the company's purpose is
- Complete meaningful SWOT analyses



- Use tools and techniques to create a strategic plan that directs the organization from the executive to the front line
- Learn ways to implement, evaluate, and review a strategic plan
- Use related tools, such as the strategy map and balanced scorecard, can help them develop a strategic plan
- Understand strategic planning
- Set goals
- Assign roles and responsibilities
- Keep everybody accountable
- Gather support
- Make changes
- Use presentation options, including infographics and reports

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## Modules

### Lesson 1: Course Overview

- Welcome & Introduction
- Workshop Objectives
- What is Strategic Planning?

### Lesson 3: Identifying Our Values

- Pre-Assignment Review
- Creating Value Statements

### Lesson 5: On a Mission

- Defining Your Mission Statement
- Designing a Mission Statement

### Lesson 7: Setting Goals

- Conducting SWOT Analysis
- Setting Business Goals
- Assigning Roles, Responsibilities, and Accountabilities
- Problem Solving in Action

### Lesson 9: The Full Picture

### Lesson 2: Understanding Strategic Planning

- What it Does
- Pyramid Structure

### Lesson 4: Designing Our Vision

- The Vision Process
- Defining Your Vision

### Lesson 6: Performing a SWOT Analysis

- What is a SWOT Analysis?
- Individual Analyses
- SWOT Ratings

### Lesson 8: Assigning Roles, Responsibilities, and Accountabilities

- Who Does What and When?
- Establishing Priorities
- Problem Solving in Action

### Lesson 10: Strategic Planning Snapshot

- The Strategic Planning Cycle



- Gathering Support
- Putting It Into Practice

#### Lesson 11: Making the Change

- Preparing For Change
- Three Phases of Change
- Endings
- Transitions/Neutral Zone
- Control & Change

#### Lesson 13: Getting There

- Staying Focused
- Security Considerations
- Strategy Map
- Balanced Scorecard
- Case Study

#### Lesson 12: How Does It Look?

- Reports
- Infographics
- Presentations
- Creative Considerations

#### Lesson 14: Mocking Up the Process

Talk to our expert team

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