

# Workshop on Strategic Planning

**Dec 23 – 24, 2024**

**Venue: PIM, Karachi**

**Rs. 31,000/=**

## Course Description

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Strategic planning provides inputs for strategic thinking, which guides the actual strategy formation. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful.

## LEARNING OUTCOMES

This training program involves variety of strategic tools and techniques. Some are:

- Present and future business analysis
- Environment, culture, and talent analysis
- Resource vs outcome analysis
- Setting strategic objectives/target
- Development of action plan
- Strategy implementation

## WHO MUST ATTEND?

This workshop is recommended for:

- Executives and senior managers engaged in leading and supporting their organization's strategy.
- Departmental heads involved in designing and implementing organizational/departmental strategy.
- Entrepreneurs developing and implementing strategic plan for their businesses. .

## COURSE CONTENTS:

This training program provides you with a practical guide to fully progress through the seven key stages involved in strategic planning:

- Strategic thinking
- Understanding the strategic context
- Understanding your business
- Analysis and decision making
- Action plan
- Putting in writing
- Implementation

**FOR DETAILS AND REGISTRATION**

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