

DEVELOPING YOUR ORGANISATION: FROM DIAGNOSIS TO ACTION PLAN

 **Dates and duration to be agreed upon**

 **Location to be agreed**

Please contact us for a personalised quote



OBJECTIVES

- Master the various strategic analysis tools and approaches.
- Build your vision and know how to share it with others.
- Know how to deploy your strategy from an operational point of view.



THE BENEFITS OF YOUR TRAINING

- This training session includes practical exercises to simulate the various development phases of the business strategy.



TARGET AUDIENCE

- General managers, executive managers and operational managers of administrations and public or private companies.
- Officials from ministries or support structures for the private sector.



GOOD TO KNOW

- Participants are invited to bring along any already-initiated discussion documents on the strategy of their company in order to use them during the case studies and sharing of experiences.
- Example of a 5 days programme



EDUCATIONAL PROGRAMME

Module 1

Drawing up a diagnosis of your company

- Organisational and operational diagnosis of your structure: the main strategic analysis tools.
- Strategic diagnosis:
 - analysing the external environment;
 - identity and vision of the company or its administration;
 - internal resources and skills;
 - strategic segmentation (strategic fields of activity);
 - risks and opportunities in the various disciplines;
 - the positioning of your entity in its environment and the competitive position of your company.
- Various development possibilities: innovation, internationalisation, external growth, alliances, etc.



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Module 2

Formalising your development strategy

- The main levers favouring the emergence of a strategy.
- Strategic planning.
- Translating the strategic guidelines into an operational action plan:
 - defining objectives and means;
 - developing the action plan and the operational stages;
 - evaluating the cost of the development and identifying funding.



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Module 3

Managing the strategic development

- Defining monitoring indicators and developing the dashboards.
- Uniting your employees and supporting change within the teams.
- Communicating as part of the strategic approach.



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Prerequisites : Have held or currently hold a position related to the training theme