

## COURSE OVERVIEW SS0350 Strategic Planning & Creative Thinking

### Course Title

Strategic Planning & Creative Thinking

### Course Date/Venue

March 03-07, 2024/TBA Meeting Room,  
Radisson Blu Hotel Istanbul, Sisli, Istanbul,  
Turkey

### Course Reference

SS0350



### Course Duration/Credits

Five days/3.0 CEUs/30 PDHs

### Course Description



**80% of this course is hands-on practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.**



Strategy formulation refers to the process of choosing the most appropriate course of action for the realization of organizational goals and objectives and thereby achieving the organizational vision. The formulation of a sound strategy facilitates a number of actions and desired results that would be difficult otherwise. A strategic plan, when communicated to all members of an organization will provide employees with a clear vision of what the purposes and objectives of the firm are.



The formulation of strategy forces organizations to examine the prospect of change in the foreseeable future and to prepare for change rather than to wait passively until market forces compel it. Strategic formulation allows the firm to plan its capital budgeting. Companies have limited funds to invest and must allocate capital funds where they will be most effective and derive the highest returns on their investments.

This course is designed to provide participants with an up-to-date overview of the strategic business planning. The participants will acquire a thorough understanding of the strategic thinking and planning as well as organizing work process through the application of creativity and creative thinking. The course will examine the strategic planning stages, the planning tools, and the relationship between the planning function and other management functions against the framework of bottom-line achievements.

The participants will appreciate the added value of strategic planning and the resulting overall increase in competence and hence productivity. The course will further examine in detail the brain operations and introduce the mind map as a sample technique against the background of creative thinking styles, the six thinking hats, emotional intelligence, paradigms and mindsets. Participants will also appreciate the linkage between strategic planning, organizing and resource utilization using internationally-set criteria.

The course will address the theories associated with strategy, planning, organizing, goal setting, emotional intelligence and creativity in the context of real life situations, case studies and exercises. It will highlight the special importance of statistical data and computer application in the strategic planning process. Further, the participants will realize the ultimate value of planning through establishing a relationship with productivity and quality. The role of strategy formulation will likewise be juxtaposed against the achievement of business goals.

### **Course Objectives**

Upon the successful completion of the course, each participant will be able to:-

- Apply the latest methods and processes of strategic business planning
- Identify the critical success factors and benchmarking
- Explain the rule & role of standards in goal setting as well as formulate the strategy for resources and culture
- Illustrate contingency planning, apply the art of communication and demonstrate dynamic presentations
- Discuss the Quality Syndrome, gain top management commitment and recognize the value of strategic planning and strategic thinking
- Employ the best techniques for strategic planning and the process method as well as list the planning tools and criteria for flowcharting & statistics
- Emphasize the S.W.O.T. analysis and enumerate the functional planning characteristics
- Determine the competence-based approaches to planning including thinking paradigms & mindsets
- Recognize the importance of emotional intelligence, creativity and lateral thinking as well as the functions of the brain & the mind map
- Illustrate how the planning tool can be used as a measure of the return on investment and determine the end-result scenario from goal-setting to appraisal

- Develop the alignment of business plans with strategy and key performance indicators as well as give significance to productivity enhancement
- Implement the procedure for developing the process planning competency through emotional intelligence model & differentiate short-term and long-term planning
- Carryout the business and job strategy and use the strategy road map
- Formulate a personal implementation plan

### **Who Should Attend**

This course is intended for those involved in visioning and strategic thinking at all levels of complexity in both technical and non-technical functions in general and for team leaders corporate planning in particular. The course will also benefit specialists who need to understand the creative thinking process in an application mode. This course will present a great relevance to staff in the planning functions whether at the strategic, financial, operational, control, service, welfare, human resources, maintenance, information technology, marketing, logistics, support and advisory functions. Further, this course is valuable for senior management staff, in both core and non-core functions, who need to stay abreast of recent developments and modern thinking in the field of their respective responsibilities.

### **Training Methodology**

This interactive training course includes the following training methodologies as a percentage of the total tuition hours: -

- 20% Lectures
- 80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### **Course Fee**

**US\$ 6,000** per Delegate + **VAT**. This rate includes Participants Pack (Folder, Manual, Hand-outs, etc.), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### **Accommodation**


Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

**Course Certificate(s)**

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

**Certificate Accreditations**

Certificates are accredited by the following international accreditation organizations: -


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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.





**Course Instructor(s)**

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Mr. Pan Kidis, MBA, BSc, is a Senior Management Consultant with over 30 years of extensive experience in Project Scheduling & Cost Control, Project Planning, Scheduling & Cost Control Professional, Production Planning & Scheduling, Administration Skills, Office Management Skills, Survey Skills, Interviewing Skills, Interpersonal Skills, Communication Skills, Negotiation Skills, Presentation Skills, Manager Skills, Supervisory & Management Skills, Counselling Skills, Leadership Skills, Office Management, Code of Conduct, Train the Trainer, Logistics & Transportation Planning Methods, Forecasting Logistics Demands, Visual Network Model, Logistics Operations, Strategic Transport Planning, Transport System, Fleet Planning, Routing & Scheduling, Transport Cost Concepts & Elements, Costing Vehicles & Trips, Tariff Fixing, Supply Chain & Operations Management, Logistics & Production Planning, Cost Reduction Techniques, Inventory Management, Business Analysis, Risk Management, Production Management, Warehouse Management, Production Planning, Material Requirement Planning, Budgeting, Production & Shop Floor Scheduling, Cost Analysis, Database Design & Implementation, Business Administration, Production Data Acquisition & Analysis, Industrial Logistics, Process Improvement, Team Leadership & Training, Textile Manufacturing, Staff Reduction, Warehouse and Shipping. Further, he is also well-versed in Cash Flow Management, Decision Making Techniques, Production & Product Inventory Control, Inventory Analysis Tools, Stock Management Techniques, Material Handling, Process Improvement & Equipment Selection, Costing & Budgeting, Wastewater Treatment Plant Monitoring & Control, Volume Tank Measurements, Data Acquisition and Energy Conservation. He is currently the Business Analyst of Diasfalis Ltd. wherein he is responsible in the design of the proposed business model and develop and evaluate new applications.**

Mr. Kidis had occupied several significant positions as the **Supply Chain Manager, Production Planning & Logistics Manager, Purchasing Office Manager, Project Manager, Assistant Dyeing Manager, Production Supervisor, Production Coordinator** and Design & Analysis Intern for various international companies such as the Hellenic Fabrics, **AKZO Chemicals Ltd.** and **EKO Refinery** and Greek Navy Force.

Mr. Kidis has a **Master's** degree in **Business Administration** from the **University of Kent, UK** and a **Bachelor's** degree in **Chemical Engineering** from the **Aristotle University of Thessaloniki, Greece**. Further, he is a **Certified Instructor/Trainer, a Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)** and has delivered numerous trainings, courses, workshops, seminars and conferences internationally.



### **Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1: Sunday, 03<sup>rd</sup> of March 2024**

0730 – 0800	<i>Registration &amp; Coffee</i>
0800 – 0815	<i>Welcome &amp; Introduction</i>
0815 – 0830	<b>PRE-TEST</b>
0830 – 0900	<i>An Overview: The Concept of Strategy and The Skill of Planning</i>
0900 – 0930	<i>Exercise: Drawing a Statement of Strategy Planning as a Management Function</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Vision &amp; Mission Statements</i>
1030 – 1100	<i>Key Performance Indicators</i>
1100 – 1230	<i>Critical Success Factors</i>
1230 – 1245	<i>Break</i>
1245 – 1330	<i>Case Study – The Performance Gap</i>
1330 – 1420	<i>Benchmarking</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch &amp; End of Day One</i>

#### **Day 2: Monday, 04<sup>th</sup> of March 2024**

0730 – 0800	<i>Rule &amp; Role of Standards – Goal Setting</i>
0800 – 0830	<i>Strategy Formulation – Resources and Culture</i>
0830 – 0900	<i>Contingency Planning – The Seed of Creativity</i>
0900 – 0915	<i>Break</i>
0915 – 1030	<i>The Art of Communication</i>
1030 – 1130	<i>Dynamic Presentations</i>
1130 – 1230	<i>The Quality Syndrome</i>
1230 – 1245	<i>Break</i>
1245 – 1330	<i>Gaining Top Management Commitment</i>
1330 – 1420	<i>Value of Strategic Planning and Strategic Thinking</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch &amp; End of Day Two</i>

#### **Day 3: Tuesday, 05<sup>th</sup> of March 2024**

0730 – 0800	<i>Strategic Planning and the Process Model</i>
0800 – 0830	<i>Planning Tools and Criteria</i> <i>Flowcharting • Statistics</i>
0830 – 0930	<i>The S.W.O.T. Analysis – Company vs. Employee</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Exercise: Succession Planning</i>
1030 – 1130	<i>Functional Planning Characteristics</i>

1130 - 1230	<b>Competence - Based Approaches</b>
1230 - 1245	Break
1245 - 1330	<b>Thinking Paradigms &amp; Mindsets</b>
1330 - 1420	<b>Emotional Intelligence</b>
1420 - 1430	<b>Recap</b>
1430	Lunch & End of Day Three

**Day 4: Wednesday, 06<sup>th</sup> of March 2024**

0730 - 0830	<b>Creativity and Lateral Thinking</b> Thinking Styles • Thinking Skills
0830 - 0930	<b>The Brain &amp; the Mind Map</b>
0930 - 0945	Break
0945 - 1030	<b>The Planning Tool as a Measure of the Return on Investment</b>
1030 - 1115	<b>The End-Result Scenario from Goal-Setting to Appraisal</b>
1115 - 1230	<b>The Alignment of Business Plans with Strategy and Key Performance Indicators</b>
1230 - 1245	Break
1245 - 1330	<b>Productivity Enhancement</b> The Cycle Syndrome • The Add-Value Concept and Asset Optimization
1330 - 1420	<b>Case Study - Resourcing and Outsourcing</b>
1420 - 1430	<b>Recap</b>
1430	Lunch & End of Day Four

**Day 5: Thursday, 07<sup>th</sup> of March 2024**

0730 - 0830	<b>Developing the Process Planning Competency through Emotional Intelligence Model</b>
0830 - 0930	<b>Short- Term vs. Long-Term Planning</b>
0930 - 0945	Break
0945 - 1030	<b>Thinking Paradigms &amp; Mindsets</b>
1030 - 1115	<b>The Business and the Job Strategy</b>
1115 - 1230	<b>A Strategy Road Map</b>
1230 - 1245	Break
1245 - 1345	<b>A Total Review of Course Themes; Summary of Learning Points</b>
1345 - 1400	<b>Course Conclusion</b>
1400 - 1415	<b>POST-TEST</b>
1415 - 1430	Presentation of Course Certificates
1430	Lunch & End of Course

**Practical Sessions**

80% of this highly-interactive course is hands-on practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



**Course Coordinator**

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