



COURSE OVERVIEW TM0096 Strategic Planning

Course Title

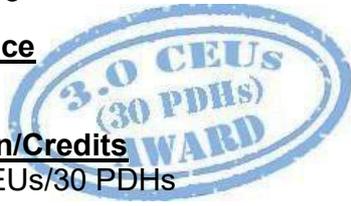
Strategic Planning

Course Reference

TM0096

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Date/Venue

Session(s)	Date	Venue
1	July 07-11, 2025	TBA Meeting Room, JW Marriott Hotel Madrid, Madrid, Spain
2	September 22-26, 2025	Hampstead Meeting Room, London Marriott Hotel Regents Park, London, UK
3	November 23-27, 2025	Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
4	January 12-16, 2026	TBA Meeting Room, Grand Hyatt Athens, Athens, Greece

Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.

This course is designed to provide participants with a detailed and an up-to-date overview of Strategic Planning. It covers the distinction between strategic, operational and tactical planning; the water cycle, global and regional water challenges and the importance of sustainability; the key stakeholders in water management; the SWOT analysis, PESTEL analysis and Porter's five forces; the gap analysis and assessing current strategy through evaluation metrics and key performance indicators; the proper methods for gathering feedback; the importance of community engagement; the components of a compelling vision; establishing a vision and mission statement; and ensuring alignment with national development goals.



During this interactive course, participants will learn the smart goals and long-term versus short-term goals; prioritizing goals and monitoring and evaluating framework; and the strategy formulation principles, resource allocation and budgeting; the operational planning for execution, risk management in strategy execution, change management and internal and external communication strategies; the continuous improvement principles and feedback mechanisms for strategy execution; the international water management, best practices future forecasting and scenario planning; the crisis management in water resource management; and preparing for emergencies and ensuring uninterrupted supply and service.





Course Objectives

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

- Apply and gain a good working knowledge on strategic planning
- Discuss the importance of strategic and the distinction between strategic, operational and tactical planning
- Describe water cycle, global and regional water challenges and the importance of sustainability
- Identify the key stakeholders in water management as well as carryout SWOT analysis, PESTEL analysis and Porter's five forces
- Apply gap analysis and assess current strategy through evaluation metrics and key performance indicators
- Carryout proper methods for gathering feedback and discuss the importance of community engagement
- Discuss the components of a compelling vision, establish a vision and mission statement and ensure alignment with national development goals
- Set smart goals, identify long-term versus short-term goals, prioritize goals and monitor and evaluate framework
- Explain strategy formulation principles and apply resource allocation and budgeting
- Carryout operational planning for execution, risk management in strategy execution, change management and internal and external communication strategies
- Discuss continuous improvement principles and feedback mechanisms for strategy execution
- Employ international water management best practices, future forecasting and scenario planning
- Apply crisis management in water resource management, prepare for emergencies and ensure uninterrupted supply and service

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of strategic planning for senior management executives, government officials, board members, policy makers, water resource planners, infrastructure planners, environmental experts, financial managers, operations and maintenance managers, risk managers and those who are involved in shaping the long-term direction of organizations, projects or initiatives.



Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations:

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). 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.

-  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.

Accommodation

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





Course Instructor

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



Mr. Pete Du Plessis is a **Senior Energy & Management Consultant** with over **30 years** of extensive experience. His expertise lies extensively in the areas of Energy Management Systems (**EnMS**) **ISO 50001**, **Energy Efficiency & Consumption**, **Energy Policy & Planning**, Energy Performance Indicators (**EnPIs**), **Energy Management & Implementation**, Reducing **Energy Consumption** & Improving Energy Efficiency, **Energy Regulatory Compliance**, **Data Quality Control & Assessment**, **Creative Thinking &**

Problem-Solving Techniques, **Change Management**, **Negotiation & Presentation Skills**, **Emotional Intelligence**, **Business Writing Skills**, **Leadership & Team Building**, **Coaching & Mentoring**, **Time & Stress Management**, **Human Resources Management**, **Customer Service Excellence**, **Training Needs & Evaluating Training**, **Contract Management**, **Tendering & Supplier Selection**, **Budgeting & Forecasting Skills**, **Cost Control**, **Financial Analysis & Reporting**, **Budget Preparation Skills**, **Business Process Development**, **Business Process Optimization**, **Business Process Analysis**, **Business Process Improvement**, **Business Continuity Planning**, Service Provider Performance & Monitoring, **Cash Flow Fundamentals**, **Business Finance Fundamentals**, **Business Continuity Fundamentals**, **Situational Analysis Fundamentals**, **SWOT Analysis**, **Gap Analysis**, **Change Management**, Human Resource Management (**HRM**), Human Resource Development (**HRD**), **HR Business Development**, **HR Practices & Strategy**, **Behaviour Based Interviewing & Recruitment**, **Learning & Development**, **Project Management**, **Financial Management**, **Planning**, **Budgeting & Cost Control** and **Risk Management**. Previously, he was the **Quality Manager** of **Benteler Automotive**, where he was responsible for implementing, controlling and managing quality and technical department processes and systems and mobilizing the quality control department, procedures and quality management system.

During his career life, Mr. Plessis has worked with several prestigious companies occupying numerous challenging managerial and technical positions such as being the **Financial Manager**, **Operations Manager**, **Technical & Quality Manager**, **Logistics & Purchasing Manager**, **Head Metrologist**, **Quality Engineer**, **Project Engineer**, **Materials & Warehouse Planner & Controller**, **Quality Control Inspector**, **Consultant**, **Fitter & Machinist**, **Apprentice Fitter** and **Part-time Instructor**. All throughout his career, he has mastered and specialized in the application of project management, warehouse & inventory control, value chain analysis, logistics & strategic planning, process flow analysis, business process evaluation & re-engineering, master-plan development, capacity planning and site space-planning & development.

Mr. Plessis has **Bachelor's** degree with **Honours** in **Industrial Engineering & Management**. Further, he has gained **Diploma in Quality & Production Management**. He is also a **Certified Assessor & Moderator** with the Manufacturing, Engineering & Related Services Education and Training Authority (**MERSETA**), a **Certified Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a **Certified Instructor/Trainer** by the **APICS**. He has further delivered numerous trainings, courses, seminars, conferences and workshops internationally.





Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

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

Course Fee

Madrid	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
London	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day
Dubai	US\$ 5,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Greece	US\$ 8,800 per Delegate + VAT . This rate includes Participants Pack (Folder, Manual, Hand-outs, etc.), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

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

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0900	<i>Understanding Strategic Planning</i> <i>Definition & Importance • Distinction Between Strategic, Operational & Tactical Planning • Benefits for a National Water Company</i>
0900 – 0930	<i>Historical Context of NWC</i> <i>History of Water Resource Management • Past Strategic Initiatives & their Outcomes</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>The Role of NWC in National Development</i> <i>Economic Importance • Societal Relevance • Environmental Responsibility</i>
1030 – 1130	<i>Water as a Strategic Resource</i> <i>Understanding the Water Cycle • Global & Regional Water Challenges • Importance of Sustainability</i>



1130 - 1230	Key Stakeholders in Water Management Governmental Bodies • Local Communities • Industries & Agriculture
1230 - 1245	Break
1245 - 1420	Analysis Tools Introduction SWOT Analysis • PESTEL Analysis • Porter's Five Forces
1420 - 1430	Recap
1430	Lunch & End of Day One

Day 2

0730 - 0830	Conducting a SWOT Analysis for NWC Strengths, Weaknesses, Opportunities & Threats
0830 - 0930	PESTEL Analysis in the Water Sector Political, Economic, Social, Technological, Environmental & Legal Factors
0930 - 0945	Break
0945 - 1030	Porter's Five Forces Analysis Competition in the Industry • Potential of New Entrants • Power of Suppliers • Power of Customers • Threat of Substitute Products
1030 - 1130	Gap Analysis Identifying where the Company is & Where It Wants to be
1130 - 1230	Assessment of NWC's Current Strategy Evaluation Metrics • Key Performance Indicators
1230 - 1245	Break
1245 - 1420	Stakeholder Feedback & Insight Gathering Methods for Gathering Feedback • Importance of Community Engagement
1420 - 1430	Recap
1430	Lunch & End of Day Two

Day 3

0730 - 0830	Crafting a Vision for NWC Components of a Compelling Vision • Examples from Global Water Companies
0830 - 0930	Establishing a Mission Statement Difference Between Vision & Mission • Ensuring Alignment with National Development Goals
0930 - 0945	Break
0945 - 1030	Setting Smart Goals Specific, Measurable, Achievable, Relevant, Time-Bound Goals
1030 - 1130	Long-Term Vs Short-Term Goals Planning for Different Time Horizons
1130 - 1230	Prioritization of Goals Importance, Urgency & Feasibility
1230 - 1245	Break
1245 - 1420	Monitoring & Evaluation Framework Importance of Tracking Progress • Adjusting Strategies Based on Feedback
1420 - 1430	Recap
1430	Lunch & End of Day Three





Day: 4

0730 - 0830	Strategy Formulation Principles <i>Aligning with National Priorities • Sustainable & Environmentally Conscious Strategies</i>
0830 - 0930	Resource Allocation & Budgeting <i>Importance of Financial Planning • Allocating Resources Effectively</i>
0930 - 0945	Break
0945 - 1030	Operational Planning for Execution <i>Translating Strategy into Operational Tasks • Developing a Roadmap</i>
1030 - 1130	Risk Management in Strategy Execution <i>Identifying Potential Risks • Mitigation Strategies</i>
1130 - 1230	Change Management <i>Importance of Managing Change in Large Organizations • Techniques for Smooth Transitions</i>
1230 - 1245	Break
1245 - 1420	Internal & External Communication Strategies <i>Engaging Stakeholders • Reporting & Transparency</i>
1420 - 1430	Recap
1430	Lunch & End of Day Four

Day 5

0730 - 0830	Continuous Improvement Principles <i>Kaizen & Six Sigma in the Water Sector</i>
0830 - 0930	Feedback Mechanisms for Strategy Execution <i>Collecting Stakeholder Feedback • Internal Feedback from Employees</i>
0930 - 0945	Break
0945 - 1030	Benchmarking Against Global Standards <i>International Water Management Best Practices • Learning from Global Success Stories</i>
1030 - 1130	Future Forecasting & Scenario Planning <i>Predicting Future Challenges & Opportunities • Ensuring the Flexibility of the Strategy</i>
1130 - 1230	Crisis Management in Water Resource Management <i>Preparing for Emergencies • Ensuring Uninterrupted Supply & Service</i>
1230 - 1245	Break
1245 - 1345	Course Wrap-Up & Action Plans <i>Consolidating Learnings • Next Steps for Participants & NWC</i>
1345 - 1400	Course Conclusion
1400 - 1415	POST-TEST
1415 - 1430	<i>Presentation of Course Certificates</i>
1430	Lunch & End of Course



Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

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