COURSE OVERVIEW TM0215
Effective Business Planning

Course Title
Effective Business Planning

Course Date/Venue
Session1: February 09-13, 2025/TBA Meeting Room, DoubleTree by Hilton Doha - Al Sadd, Doha, Qatar

Session2: September 21-25, 2025/Slaysel 02 Meeting Room, Movenpick Hotel & Resort Al Bida'a Kuwait, City of Kuwait

Course Reference
TM0215

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

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 delegates with detailed and up-to-date overview of effective business planning. It covers the different approaches of busniess plannning processes for different organizations; the forecasting, aim, goals and plans; the organization's mission and goals; allocating resources, activities and finance wisely; the hindrances and challenges; the meaning of success and the steps in planning process; the methods and documents; and the eight key components of any plan and the audience.

During this interactive course, participants will learn the style and emphasising it right; how much detail to put in the plan and dealing with questions and answers; the financial implications of the plan; the resources and costs implications of the plan and what are the returns from the plan; the probability of success; the principal risks and contingency plans; the sign-off on the plan, planning to successful implementation and involving the implementation team; the change by handling the unexpected, monitoring progress, reacting and adapting; and the action planning to participants' own business plans and budgets.

Course Objectives

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

- Apply and gain an in-depth knowledge on effective business planning

- Identify the different approaches of busniess plannning processes for different organizations

- Discuss forecasting, aim, goals and plans

- Achieve the organization's mission and goals as well as allocate resources, activities and finance wisely

- Anticipate hindrances and challenges

- Define what we mean by success and illustrate the steps in planning process

- Plan methods and documents and recognize the eight key components of any plan and the audience

- Get the style and emphasise it right

- Discuss how much detail to put in the plan and deal with questions and answers

- Determine the financial implications of the plan including the resources and costs implications of the plan and what are the returns from the plan

- Measure the probability of success and identify the principal risks and contingency plans

- Gett sign-off on the plan, discuss from planning to successful implementation and involve the implementation team

- Adapt to change by handling the unexpected, monitoring progress, reacting and adapting

- Apply action planning to participants' own business plans and budgets

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 effective business planning for business users, developers, managers, supervisors, business analysts, business people, venture capitalists, bankers and change agents who are in improving business processes and productivity in their organizations.

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:-

- 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.

- 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(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:

Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP, is a **Senior Management Consultant** with over **40 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Contract** Management, **Tender** Development, **Contract** Standards & Laws, **Dispute Resolution** & **Risk** Identification, Global Diverse & Virtual Teams Operation, Exceeding **Customer** Expectations, **Corporate Governance** Best Practice, **Business Performance** Management & Improvement, Building Environment of **Trust & Commitment**, **Leadership** Skills, **Presentation** Skills, **Communication & Interpersonal** Skills, Effective **Communication & Influencing** Skills, Effective **Business Writing Skills**, **Creative Thinking & Problem-Solving** Techniques, **Emotional Intelligence**, **Writing** Business Documents, **Business Writing** (Memo & Report Writing), **Leadership & Team Building**, Psychology of **Leadership**, **Interpersonal Skills & Teamwork**, **Coaching & Mentoring**, **Innovation & Creativity**, **Office Management & Administration** Skills, Controlling Your **Time & Managing Stress**, **Crisis** Management, Strategic **Human Resources** Management, **Business Planning**, **Change** Management, **Negotiation** Skills, **Strategic Planning**, **Risk** Analysis & Risk Management, **Win-Win Negotiation** Strategies, **Quality Improvement & Resource** Optimization, Neuro Linguistic Programming (**NLP**), **Personal Resilience** Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, **Career** Management, **Planning**, **Budgeting & Cost Control**, Situation & Behaviour Analysis, Interpersonal **Motivation** Skills, **Inventory** Management, **Financial** Administration, **Project & Contracts** Management Skills, **Project & Construction** Management, **Project** Planning, Scheduling & Control, **Project** Management, Project Delivery & Governance Framework, **Project** Management Practices, **Project** Management Disciplines, **Project Risk** Management, **Risk** Identification Tools & Techniques, **Project** Life Cycle, **Project Stakeholder** & Governance, **Project Management** Processes, **Project Integration** Management, **Project** Management Plan, **Project Work** Monitoring & Control, **Project Scope** Management, **Project Time** Management, **Project Cost** Management, **Project Quality** Management, **Quality** Assurance, **Project Human Resource** Management and **Project Communications** Management. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist** & **Project Manager** wherein he was responsible in the project management and private psychology practices.

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director**, **Medico Legal Assessor Psychologist**, **Training & Development General Manager**, **Project Manager**, **Account Manager**, **Commercial Sales Manager**, **Manager**, **Sales Engineer**, **Project Specialist**, **Psychology Practitioner**, **Senior HR Consultant**, **Senior Lecturer**, **Senior Consultant/Trainer**, **Business Consultant**, **Assistant Chief Education Specialist**, **ASI Coordinator**, **Part-time Lecturer/Trainer**, **PMP & Scrum Trainer**, **Assessor & Moderator**, **Team Leader**, **Departmental Head**, **Technical Instructor/Qualifying Technician**, **Apprentice Electrician: Signals** and **Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD** in **Commerce Major** in **Leadership** in **Performance & Change**, a **Master's** degree in **Human Resource Management**, a **Bachelor's** degree (with Honours) in **Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional** (**PMI-PMP**), a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management** (**ILM**). Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator**, **Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

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

Doha	**US$ 6,000** per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Kuwait	**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.

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	*Registration & Coffee*
0800 – 0815	***Welcome & Introduction***
0815 – 0830	*PRE-TEST*
0830 – 0930	***Business Planning Processes*** *Different Approaches for Different Organizations*
0930 – 0945	*Break*
0945 – 1100	***Business Planning Processes (cont'd)*** *Forecasting, Aims, Goals & Plans*
1100 – 1230	***Why Plan?*** *Achieving the Organization's Mission & Goals • Allocating Resources, Activities & Finances Wisely*
1230 – 1245	*Break*
1245 – 1420	***Why Plan? (cont'd)*** *Anticipating Hindrances & Challenges*
1420 – 1430	***Recap***
1430	*Lunch & End of Day One*

Day 2

0730 – 0930	***Some Planning Concepts*** *Defining what we Mean by Success • The Steps in a Planning Process*
0930 – 0945	*Break*
0945 – 1100	***Some Planning Concepts (cont'd)*** *Planning Methods & Documents*

1100 – 1230	**The Contents of a Planning Document** *Eight key Components of Any Plan • Who are the Audiences?*
1230 – 1245	*Break*
1245 – 1420	**The Contents of a Planning Document (cont'd)** *Getting the Style & the Emphasis Right*
1420 – 1430	***Recap***
1430	*Lunch & End of Day Two*

Day 3

0730 – 0930	**Presenting Your Plan** *How much Detail to Put in the Plan*
0930 – 0945	*Break*
0945 – 1100	**Presenting Your Plan (cont'd)** *Dealing with Questions & Answers • About the Underlying Assumptions*
1100 – 1230	**The Financial Implications of the Plan** *Understanding the Resource & Costs Implications of the Plan • What are the Returns from the Plan?*
1230 – 1245	*Break*
1245 – 1420	**The Financial Implications of the Plan (cont'd)** *Measuring the Probability of Success*
1420 – 1430	***Recap***
1430	*Lunch & End of Day Three*

Day 4

0730 – 0930	**Risks & Contingencies** *The Principal Risks & Contingency Plans*
0930 – 0945	*Break*
0945 – 1100	**Risks & Contingencies (cont'd)** *The Principal Risks & Contingency Plans (cont'd)*
1100 – 1230	**From Plans to Successful Implementation** *Getting Sign-Off on the Plan • From Planning to Successful Implementation • Involving the Implementation Team*
1230 – 1245	*Break*
1245 – 1420	**From Plans to Successful Implementation (cont'd)** *Getting Sign-Off on the Plan • From Planning to Successful Implementation • Involving the Implementation Team (cont'd)*
1420 – 1430	***Recap***
1430	*Lunch & End of Day Four*

Day 5

0730 - 0930	**Adapting to Change** *Handling the Unexpected • Monitoring Progress*
0930 - 0945	*Break*
0945 - 1145	**Adapting to Change (cont'd)** *Reacting & Adapting*
1145 – 1230	**Action Planning** *Participants' own Business Plans & Budgets*
1230 – 1245	*Break*

1245 – 1345	**Action Planning (cont'd)** *Participants' own Business Plans & Budgets (cont'd)*
1345 – 1400	**Course Conclusion**
1400 - 1415	**POST-TEST**
1415 - 1430	*Presentation of Course Certificates*
1430	*Lunch and End of Course*

Practical Sessions

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

Course Coordinator

Reem Dergham, Tel: +974 4423 1327, Email: reem@haward.org