

COURSE OVERVIEW TM0094 Certificate in Forecasting & Strategic Planning

Course Title

Certificate in Forecasting & Strategic Planning

Course Reference

TM0094

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs

Course Date/Venue

Session(s)	Date	Venue
1	July 06-10, 2025	Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
2	September 08-12, 2025	TBA Meeting Room, Grand Hyatt Athens, Athens, Greece
3	November 24-28, 2025	TBA Meeting Room, JW Marriott Hotel Madrid, Madrid, Spain
4	February 09-13, 2026	Hampstead Meeting Room, London Marriott Hotel Regents Park, London, UK

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 up-to-date overview of Certificate in Forecasting and Strategic Planning. It covers the importance in guiding business direction; the role of forecasting in strategic planning; the types of forecasts including the basic principles and best practices in effective forecasting; recognizing and managing the inherent uncertainty in forecasts; linking the strategic planning and execution; and the qualitative forecasting techniques, quantitative forecasting techniques, predictive analytics, scenario planning and risk analysis in forecasting.

Further, the course will also discuss the evaluation of forecasting performance; the organization's purpose, aspirations and principles; the techniques for analyzing internal and external environment (SWOT, PESTEL) and strategic analysis using models like Porter's Five Forces and value chain analysis to understand competitive position; the strategy formulation, strategy implementation and strategic control and evaluation; and the role of assumptions in strategic planning and forecasting.

During this interactive course, participants will learn the resource forecasting, sales and revenue forecasting for decision making; aligning forecasts with strategy and incorporating risk assessment and management into strategic planning and forecasting; the role of AI, big data and predictive analytics in forecasting; the impact of digital transformation on strategic planning; integrating sustainability goals into strategic planning; the crisis management and contingency planning; incorporating flexibility and agility into strategic planning in response to changing conditions; and the emerging trends and future of forecasting and strategic planning.

Course Objectives

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

- Apply and gain an in-depth knowledge on forecasting and strategic planning
- Discuss the importance in guiding business direction and identify the role of forecasting in strategic planning
- Identify the of types of forecasts including the basic principles and best practices in effective forecasting
- Recognize and manage the inherent uncertainty in forecasts
- Link strategic planning and execution and apply qualitative forecasting techniques covering Delphi method, expert opinion and market research
- Carryout quantitative forecasting techniques, predictive analytics, scenario planning and risk analysis in forecasting
- Evaluate forecasting performance and discuss the organization's purpose, aspirations and principles with their mission, vision and values
- Apply techniques for analyzing internal and external environment (SWOT, PESTEL) and strategic analysis using models like Porter's Five Forces and value chain analysis to understand competitive position
- Employ strategy formulation, strategy implementation and strategic control and evaluation
- Identify the role of assumptions in strategic planning and forecasting
- Carryout resource forecasting, sales and revenue forecasting and forecasting for decision making
- Align forecasts with strategy and incorporate risk assessment & management into strategic planning and forecasting
- Explore the role of AI, big data and predictive analytics in forecasting and the impact of digital transformation on strategic planning
- Integrate sustainability goals into strategic planning as well as perform crisis management and contingency planning by preparing for and managing unforeseen crises and disruptions
- Incorporate flexibility and agility into strategic planning in response to changing conditions and discuss the emerging trends and future of forecasting and strategic planning

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 forecasting and strategic planning for business managers, executives, financial analysts, supply chain and operations managers, marketing professionals, sales and business development professionals, entrepreneurs, small business owners, consultants, project managers, human resource managers, researchers and data analysts.

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

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.
Athens/Madrid/London	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 Certificate(s)

- (1) Internationally recognized Wall Competency Certificates and Plastic Wallet Card Certificates will be issued to participants who completed a minimum of 80% of the total tuition hours and successfully passed the exam at the end of the course. Certificates are valid for 5 years.

Recertification is FOC for a Lifetime.

Sample of Certificates

The following are samples of the certificates that will be awarded to course participants:-



- (2) Official Transcript of Records will be provided to the successful delegates with the equivalent number of ANSI/IACET accredited Continuing Education Units (CEUs) earned during the course.

* Haward Technology * CEUs * Haward Technology * CEUs * Haward Technology * CEUs * Haward Technology *



Haward Technology Middle East
Continuing Professional Development (HTME-CPD)

CEU Official Transcript of Records

TOR Issuance Date:

HTME No.

Participant Name:

14-Nov-22

74852

Waleed Al Habeeb

Program Ref.	Program Title	Program Date	No. of Contact Hours	CEU's
TM0094	Certificate in Forecasting & Strategic Planning	November 10-14, 2022	30	3.0

Total No. of CEU's Earned as of TOR Issuance Date

3.0

TRUE COPY



Jaryl Castillo
Academic Director

Haward Technology has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this approval, Haward Technology has demonstrated that it complies with the ANSI/IACET 1-2013 Standard which is widely recognized as the standard of good practice internationally. As a result of their Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for programs that qualify under the ANSI/IACET 1-2013 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 Association 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 is accredited by










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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.

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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.

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. Frederick Labuschagne, PhD, MBL, BA, BD, is a **Senior Management Consultant** with over **30 years** of extensive experience. His expertise includes **Office Management & Effective Administration Skills, Leadership & Management Skills, Leadership & Business Management, Advanced Supervisory Skills, Influence & Motivation Skills, Innovation & High Performance, Behavioral Skills, Emotional Intelligence & Organizational Reality, Motivating, Coaching, Counselling & Mentoring, Negotiation Skills, Strategic Thinking & Planning, Conflict Management, Time & Stress Management, Discipline & Punctuality, Interpersonal & Communication Skills, Seven Habits of Highly Effective People, Change Management Strategy, Strategic & Managerial Effectiveness, Critical Thinking, Interpersonal Skills, Communication Skills, Presentation Skills, Administration Skills, Performance Management, Change Management, Paradigm & Paradigm Shifts, Productivity & Efficiency Improvements, Organisational Management, Reinvention & Proficiency, Risk Management, Productive Change Management & Organizational Development, Production & Operations Management, Decision Analysis & Problem Solving, Essential Skills for Effective Training, Training Cycle Program, Effective Knowledge Sharing, Creating a High Performing Learning Culture, Fast-Track Development Program, Competency & Behavioural Based Interviewing, Recruitment & Interviewing Skills, Team Development, Orchestrating Team Performance, Work Effectively in Teams, Personal & Professional Development, Teambuilding Skills, Developing Effective Partnerships, Advanced Contract Management, Disputes & Claims, Marketing Skills, Technical & Business Report Writing, Document Control, Archiving & Documentation, Project Management, Finance & Asset Management, PERT CPM, Facilities & Jobs Design, and Systems Improvement, Human Relations and Organizations, Work Study and Product Improvement.**

Currently, Dr. Labuschagne is the **Lead Consultant** for the **Institute for Dynamic Interaction** where he spearheads **major international projects** and comprehensive presentations. Among these are sessions on Human Resource & Performance Management, **Personal & Professional Development**, Emotional Intelligence, Strategic Planning & Creative Thinking, Problem Solving, Personnel Development, **Team Building**, Effective Communication, Presentation & Interpersonal Skills, and Habits of Highly Effective People. Herein, he has built an evident reputation for first-class motivational team leadership management, development & **mentoring**, conforming to effective performance, analysing progress as well as identifying development requirements.

Dr. Labuschagne has **PhD** and **Master** degrees in **Business Leadership**, a **BA** in **Management** and is a Registered **MBTI** (Myers-Briggs Type Indicator) Consultant with the Consulting Psychologists & HR Development. Further, he is a **Certified Instructor/Trainer, Certified Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and has performed **numerous assessments** and **workshops** for renowned businesses, utilizing key success attributes in delivering feasible results & providing effective leadership. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

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	Understanding Strategic Planning: Definition, Process & Importance in Guiding Business Direction
0900 – 0930	Role of Forecasting in Strategic Planning: How Forecasts Inform & Shape Strategic Planning
0930 – 0945	<i>Break</i>
0945 – 1030	Types of Forecasts: Differentiating Between Various Forecasting Methods - Qualitative, Time-Series, Causal
1030 – 1230	Principles of Forecasting: Basic Principles & Best Practices in Effective Forecasting
1230 – 1245	<i>Break</i>
1245 – 1330	Forecasting Uncertainty: Recognizing & Managing the Inherent Uncertainty in Forecasts
1330 – 1420	Linking Strategic Planning & Execution: Understanding How Strategic Plans Translate into Operational Plans & Action
1420 – 1430	Recap
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0830	Qualitative Forecasting Techniques: Delphi Method, Expert Opinion, Market Research
0830 – 0930	Quantitative Forecasting Techniques: Time Series Analysis, Regression Analysis, Moving Averages, Exponential Smoothing
0930 – 0945	<i>Break</i>
0945 – 1100	Predictive Analytics: Introduction to Predictive Analytics & Machine Learning in Forecasting
1100 – 1230	Scenario Planning: Creating Multiple Plausible Future Scenarios to Aid Decision-Making
1230 – 1245	<i>Break</i>
1245 – 1330	Risk Analysis in Forecasting: Use of Techniques such as Monte Carlo Simulation to Evaluate Risks
1330 – 1420	Evaluating Forecasting Performance: Overview of Error Metrics And Performance Evaluation Techniques
1420 – 1430	Recap
1430	<i>Lunch & End of Day Two</i>

Day 3

0730 – 0830	Mission, Vision & Values: Defining the Organization's Purpose, Aspirations & Principles
0830 – 0930	Environmental Scanning: Techniques for Analyzing Internal & External Environment (SWOT, PESTEL)
0930 – 0945	<i>Break</i>

0945 – 1100	Strategic Analysis: Using Models Like Porter's Five Forces & Value Chain Analysis to Understand Competitive Position
1100 – 1230	Strategy Formulation: Process of Creating Strategies Based on the Analysis
1230 – 1245	Break
1245 – 1330	Strategy Implementation: Translating Strategic Plans into Actionable Initiatives
1330 – 1420	Strategic Control & Evaluation: Reviewing & Adjusting the Strategy Based on Performance
1420 – 1430	Recap
1430	Lunch & End of Day Three

Day 4

0730 – 0830	Strategic Assumptions: The Role of Assumptions in Strategic Planning & Forecasting
0830 – 0930	Resource Forecasting: Estimating the Resources (Financial, Human, Technical) Needed to Implement Strategies
0930 – 0945	Break
0945 – 1100	Sales & Revenue Forecasting: Techniques for Predicting Future Sales & Revenue Based on Strategic Plans
1100 – 1230	Forecasting for Decision Making: How to Use Forecasts in Strategic Decisions
1230 – 1245	Break
1245 – 1330	Aligning Forecasts with Strategy: Ensuring Forecasts Align with Strategic Objectives
1330 – 1420	Strategic Risk Management: Incorporating Risk Assessment & Management into Strategic Planning & Forecasting
1420 – 1430	Recap
1430	Lunch & End of Day Four

Day 5

0730 – 0830	Technology in Forecasting: Exploring the Role of AI, Big Data & Predictive Analytics in Forecasting
0830 – 0930	Strategy in Digital Age: Understanding the Impact of Digital Transformation on Strategic Planning
0930 – 0945	Break
0945 – 1100	Sustainability in Strategic Planning: Integrating Sustainability Goals into Strategic Planning
1100 – 1130	Crisis Management & Contingency Planning: Preparing for & Managing Unforeseen Crises & Disruptions
1130 – 1115	Break
1115 – 1200	Agility in Strategic Planning: Incorporating Flexibility & Agility into Strategic Planning in Response to Changing Conditions
1200 – 1300	Future Of Forecasting & Strategic Planning: Discussing the Emerging Trends & Future of Forecasting & Strategic Planning
1300 – 1315	Course Conclusion
1315 – 1415	COMPETENCY EXAM
1415 – 1430	Presentation of Course Certificates
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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