

## COURSE OVERVIEW PM0060 Simplified Strategic Planning

**Course Title**

Simplified Strategic Planning

**Course Date/Venue**

session 1: April 27-May 01, 2025/Crowne Meeting Room, Crowne Plaza Al Khobar, KSA

Session 2: October 05-09, 2025/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE



**Course Reference**

PM0060

**Course Duration/Credits**

Five days/3.0 CEUs/30 PDHs

**Course Objectives**



***This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our state-of-the-art simulators.***



This course is designed to provide participants with a detailed and up-to-date overview of Simplified Strategic Planning. It covers the strategic planning and the difference between strategy and tactics; the role of strategic planning in project management and the common challenges in strategy execution; the principles of simplified strategic planning including short, medium and long-term perspectives; how horizon impacts project timelines, planning flexibility in volatile environments and scenario development; the internal and external environment analysis; and the SWOT analysis, strategic vision and strategic issues.



Further, the course will also discuss the strategic goals and objectives, strategy alternatives and selection; the strategic prioritization tools, weighted scoring models, impact/effort matrix, RICE prioritization and MoSCoW method; linking strategic goals to projects, developing key strategic initiatives and the strategic planning execution models; and the key performance indicators (KPIs) and metrics, balanced scorecard framework and managing strategic risks.

During this interactive course, participants will learn the periodic strategy reviews, strategy checkpoints and adjusting strategy without derailing progress; developing a strategic communication plan, encouraging innovation and ownership and embedding strategy into project management mindset, the recognition and rewards for strategic behaviors; and the role of strategic steering committees; integrating strategic plans into PMO dashboards and the cross-functional alignment processes and governance model for agile strategy; the digital tools for strategic planning and strategy mapping software; and the project portfolio management tools, collaboration platforms for strategic alignment and AI for predictive strategic insights.

### **Course Objectives**

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

- Apply and gain a comprehensive knowledge on simplified strategic planning
- Define strategic planning and discuss the difference between strategy and tactics
- Identify the role of strategic planning in project management and the common challenges in strategy execution
- Discuss the principles of simplified strategic planning including short, medium and long-term perspectives, how horizon impacts project timelines, planning flexibility in volatile environments and scenario development
- Carryout internal and external environment analysis, conduct SWOT analysis, set a strategic vision and identify strategic issues
- Define strategic goals and objectives and apply strategy alternatives and selection
- Identify strategic prioritization tools covering weighted scoring models, impact/effort matrix, RICE prioritization and MoSCoW method
- Link strategic goals to projects, develop key strategic initiatives and illustrate strategic planning execution models
- Carryout key performance indicators (KPIs) and metrics, balanced scorecard framework and managing strategic risks
- Implement periodic strategy reviews, conduct strategy checkpoints and adjust strategy without derailing progress
- Develop a strategic communication plan, encourage innovation and ownership and apply embedding strategy into project management mindset including recognition and rewards for strategic behaviors
- Discuss the role of strategic steering committees, integrate strategic plans into PMO dashboards and apply cross-functional alignment processes and governance model for agile strategy
- Recognize digital tools for strategic planning covering strategy mapping software, project portfolio management tools, collaboration platforms for strategic alignment and AI for predictive strategic insights

### **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 simplified strategic planning for project managers, executive leadership, business owners, strategic planners, marketing and sales leaders, finance leaders, HR leaders and consultants.

### **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**

**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.

### **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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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.
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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.

### 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 Project & 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, Project Management Essentials, Project Management Compliance, Strategic Planning, Mastering Contract Preparation, Contract and Risk Management, Value Engineering, Negotiation & Administration Techniques, 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** 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**

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b>What is Strategic Planning?</b> Definitions and Key Objectives • Difference between Strategy and Tactics • Long-term Vision versus Short-term Plans • Strategic Planning in a Project Environment
0930 – 0945	Break
0945 – 1045	<b>Role of Strategic Planning in Project Management</b> Aligning Projects with Organizational Goals • Translating Strategy into Project Portfolios • Strategic Influence on Project Prioritization • Improving Resource Utilization through Strategy
1045 – 1130	<b>Common Challenges in Strategy Execution</b> Misaligned Goals and Unclear Direction • Lack of Stakeholder Engagement • Inconsistent Measurement Systems • Overcomplication and Analysis Paralysis
1130 – 1230	<b>Principles of Simplified Strategic Planning</b> Clarity over Complexity • Focus on Critical Strategic Issues • Agile and Iterative Approach • Realistic and Actionable Goals
1230 – 1245	Break
1245 – 1330	<b>Understanding the Planning Horizon</b> Short, Medium, and Long-term Perspectives • How Horizon Impacts Project Timelines • Planning Flexibility in Volatile Environments • Scenario Development
1330 – 1420	<b>Workshop: Assessing Your Strategic Planning Maturity</b> Self-Assessment of Current Practices • Identifying Gaps in Current Strategy Approaches • Group Discussion and SWOT Overview • Creating a Baseline for Improvement
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day One

#### **Day 2**

0730 – 0830	<b>Internal Environmental Analysis</b> Strengths and Weaknesses • Core Competencies • Organizational Capabilities and Culture • Internal Constraints
0830 – 0930	<b>External Environmental Analysis</b> PESTLE Framework Application • Opportunities and Threats • Competitor and Industry Analysis • Technological Trends and Disruptors
0930 – 0945	Break
0915 – 1100	<b>Conducting a SWOT Analysis</b> Mapping Strengths and Weaknesses to Opportunities • Identifying Strategic Priorities from SWOT • Common SWOT Mistakes • From SWOT to Strategy Formulation



1100 – 1230	<b>Setting a Strategic Vision</b> <i>Defining a Compelling Vision Statement • Vision versus Mission versus Values • Role of Vision in Project Decision-making • Communicating Vision Effectively</i>
1230 – 1245	Break
1245 – 1330	<b>Identifying Strategic Issues</b> <i>What Constitutes a Strategic Issue • Framework for Issue Prioritization • Linking Strategic Issues to Project Outcomes • Developing a Shared Understanding Among Teams</i>
1330 – 1420	<b>Workshop: Environmental Scan &amp; Issue Identification</b> <i>Breakout Session for Scanning Internal/External Factors • Group SWOT Development • Identifying Top 3 Strategic Issues • Presentation and Feedback</i>
1420 – 1430	<b>Recap</b> <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	Lunch & End of Day Two

**Day 3**

0730 – 0830	<b>Defining Strategic Goals &amp; Objectives</b> <i>SMART Goal Framework • Aligning Goals with Strategic Issues • Top-down versus Bottom-up Goal Setting • Defining Success Criteria for Each Objective</i>
0830 – 0930	<b>Strategy Alternatives &amp; Selection</b> <i>Growth, Stability, and Defensive Strategies • Selecting Strategies Based on Risk and Reward • Portfolio Strategy for Project Selection • Strategic Fit versus Stretch</i>
0930 – 0945	Break
0945 – 1100	<b>Strategic Prioritization Tools</b> <i>Weighted Scoring Models • Impact/Effort Matrix • RICE Prioritization • MoSCoW Method</i>
1100 – 1215	<b>Linking Strategic Goals to Projects</b> <i>Project Selection Based on Strategic Value • Creating Alignment Maps • Avoiding “Pet Projects” • Establishing Value-driven Project Portfolios</i>
1215 – 1230	Break
1230 – 1330	<b>Developing Key Strategic Initiatives</b> <i>What is a Strategic Initiative? • Defining Initiative Scope and Stakeholders • Phasing and Sequencing of Initiatives • Resource and Cost Alignment</i>
1330 – 1420	<b>Workshop: Strategy Mapping</b> <i>Drafting Strategy Maps for Selected Objectives • Linking Goals to Initiatives and KPIs • Peer Review and Feedback • Finalizing Strategic Themes</i>
1420 – 1430	<b>Recap</b> <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	Lunch & End of Day Three



**Day 4**

0730 – 0830	<b>Strategic Planning Execution Models</b> Traditional versus Agile Execution • Implementation Plans and Timelines • Role of PMO in Strategy Execution • Ownership and Accountability Structures
0830 – 0930	<b>Key Performance Indicators (KPIs) &amp; Metrics</b> Leading versus Lagging Indicators • KPI Hierarchy (Strategic, Operational, Project-level) • Visual Tools (Dashboards, Scorecards) • Common Pitfalls in KPI Design
0930 – 0945	Break
0945 – 1100	<b>Balanced Scorecard Framework</b> Four Perspectives (Financial, Customer, Internal, Learning) • Integrating Strategy into Everyday Operations • Cascading BSC to Projects and Teams • Examples from Engineering and Infrastructure Sectors
1100 – 1215	<b>Managing Strategic Risks</b> Strategic Risk Identification and Classification • Tools: Risk Matrix, Bowtie Analysis • Linking Risks to Strategic Goals • Monitoring and Escalation Process
1215 – 1230	Break
1230 – 1330	<b>Performance Review &amp; Course Correction</b> Periodic Strategy Reviews • Conducting Strategy Checkpoints • Adjusting Strategy without Derailing Progress • Lessons Learned Integration
1330 – 1420	<b>Workshop: KPI Design &amp; Monitoring Plan</b> Creating KPIs for Top 3 Goals • Identifying Data Sources and Frequency • Planning Performance Review Timelines • Discussion on Continuous Improvement
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Four

**Day 5**

0730 – 0830	<b>Communicating Strategy Across the Organization</b> Developing a Strategic Communication Plan • Targeting Messages for Different Audiences • Tools: Visual Storyboards, Roadmaps, One-pagers • Gaining Executive and Team Buy-in
0830 – 0930	<b>Creating a Culture of Strategic Thinking</b> Encouraging Innovation and Ownership • Embedding Strategy into Project Management Mindset • Recognition and Rewards for Strategic Behaviors • Change Leadership
0930 – 0945	Break
0945 – 1045	<b>Governance &amp; Strategic Oversight</b> Role of Strategic Steering Committees • Integrating Strategic Plans into PMO Dashboards • Cross-functional Alignment Processes • Governance Model for Agile Strategy
1045 – 1130	<b>Digital Tools for Strategic Planning</b> Strategy Mapping Software • Project Portfolio Management Tools • Collaboration Platforms for Strategic Alignment • Using AI for Predictive Strategic Insights





1130 – 1230	<b>Real-World Case Studies</b> <i>Analysis of Successful Strategy Execution Examples • Lessons from Failed Strategies • Sector-specific Best Practices (Engineering, Energy, Construction) • Transferable Insights for Participants' Environments</i>
1230 – 1245	<i>Break</i>
1245 – 1345	<b>Capstone: Strategic Planning Simulation &amp; Action Plan</b> <i>Group Simulation: Plan and Align Strategy for a Fictional Project Portfolio • Presentation of Strategic Plan to Mock Board • Group Feedback and Refinement • Individual Development of Post-course Action Plan</i>
1345 – 1400	<b>Course Conclusion</b> <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch &amp; End of Course</i>

**Simulator (Hands-on Practical Sessions)**

Practical sessions will be organized during the course for delegates to practice the theory learnt. Delegates will be provided with an opportunity to carryout various exercises using the “MS Project”, “Mindview Software” and “Raidlog Simulator”.





Mind map

Word

**Mindview Software**

RAID ANALYSIS					
	RISKS	ASSUMPTIONS	ISSUES	DEPENDENCIES	
Critical	1	0	1	1	3
High	0	0	0	1	1
Moderate	1	1	0	0	2
Low	0	0	1	0	1
Negligible	0	0	0	0	0
Total	2	1	2	2	

  

RAID LOG					
ID	Title	Description	Type	Classification	Comments
1	Example 1		Assumption	Moderate	
2	Example 2		Risk	Critical	
3	Example 3		Risk	Moderate	
4	Example 4		Issue	Low	
5	Example 5		Dependency	High	
6	Example 6		Dependency	Critical	
7	Example 7		Issue	Critical	
8					
9					
10					
11					

**Raidlog Simulator**

**Course Coordinator**

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