

**COURSE OVERVIEW TM0044**  
**Advanced Strategy Planning**

**Course Title**

Advanced Strategy Planning

**Course Reference**

TM0044

**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	TBA Meeting Room, Grand Hyatt Athens, Athens, Greece
3	November 24-28, 2025	Hampstead Meeting Room, London Marriott Hotel Regents Park, London, UK
	January 04-08, 2026	Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE

**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 Advanced Strategy Planning. It covers the strategic planning and its importance for organizations; the key components of a strategic plan; the different approaches to strategic planning; and the situation analysis, internal analysis and stakeholder expectations and concerns analysis.



Further, the course will also discuss the compelling vision statement that provides direction and inspiration for the organization; the mission statement that defines the organization's purpose, values and goals; aligning goals and objectives with the organization's vision and mission; prioritizing goals and objectives based on their importance and feasibility; creating a strategic plan; the key performance indicators (KPIs) to measure progress and success; and developing an action plan.

During this interactive course, participants will learn the strategic plan to stakeholders; building support and buy-in for the plan through effective communication and engagement strategies; the strategic plan, monitoring progress and making adjustments as needed to stay on track; the effectiveness of the strategic plan, conducting a SWOT analysis and adapting the plan as needed; the leadership skills, leadership development plan and building a culture of strategic leadership; and sustaining strategic success, developing a sustainability plan and identifying potential risks and challenges.

### Course Objectives

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

- Apply and gain an advanced knowledge on strategic planning
- Discuss strategic planning and its importance for organizations
- Identify the key components of a strategic plan and different approaches to strategic planning
- Conduct a situation analysis, internal analysis and stakeholder expectations and concerns analysis
- Develop a compelling vision statement that provides direction and inspiration for the organization including a mission statement that defines the organization's purpose, values and goals
- Align goals and objectives with the organization's vision and mission as well as prioritize goals and objectives based on their importance and feasibility
- Create a strategic plan, identify key performance indicators (KPIs) to measure progress and success and develop an action plan
- Communicate the strategic plan to stakeholders and build support and buy-in for the plan through effective communication and engagement strategies
- Implement the strategic plan, monitor progress and make adjustments as needed to stay on track
- Evaluate the effectiveness of the strategic plan, conduct a SWOT analysis and adapt the plan as needed
- Develop leadership skills and leadership development plan as well as build a culture of strategic leadership
- Carryout sustaining strategic success, develop a sustainability plan and identify potential risks and challenges

### 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 advanced strategic planning for specialists in marketing and business development, experienced managers / leaders in finance and accounting, specialists in production and operations management, scientists in research and development, logistics and distribution specialists and human resource and organizational development staff.

**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**

Haward's 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**. 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.

**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. Jerome Topley**, PgDip (on going), BSc, is a **Senior Management Consultant** with over **20 years** of extensive experience. His expertise lies extensively in the areas of **Leadership Skills, Communication & Interpersonal Skills, Performance & Creativity Skills, Listening Skills, Negotiation Skills, Persuasion & Assertiveness Skills, Time & Stress Management, Influencing Techniques, Conflict Management, Business Writing Skills, Writing Business Correspondence & Document Control, Writing Memos & Business Letters, Business & Technical Report Writing, Communication Skills, Business Communication Etiquette, Interpersonal Skills, Presentation Skills, Organizational & Leadership Skills, Coaching & Mentoring, Self & Personal Development, Creative Problem Solving, Performance Management, Conflict Management, Talent Management, Risk Management, Resource Management, Emotional Intelligence, Customer Service, Persuasion Techniques, Supervisory Skills, Public Relations & Corporate Communication, Strategic Planning & Creative Thinking, Human Resource Management and Performance Assessment & Appraisal.** Further, he is also well-versed in **Broadcasting, News & Sport Reporting, Presentation Skills, Communication Skills, Problem Solving & Decision Making, Pharmaceutical Environment, Ophthalmology, Surgical Instruments & Endocrinology, Agricultural Productivity, Plants Farming, Cultivation & Harvesting and Agricultural Mechanics.**

During Mr. Topley's career life, he had occupied several significant positions and dedication as the **Executive Director, Chief of Staff, General Manager, Producer/Presenter, Public Broadcaster Talk Show Host, Stand-in Presenter, Radio Presenter, News Reader, Medical Technician and Detailing Medical Representative** in **Ophthalmology, Surgical Instrument and Endocrinology** from various companies and institution such as Wyeth, Topley Consulting, SABC Afrikaans Radio, Ministry of Agriculture, Agri Mega Group and Western Cape Education Department.

Mr. Topley has a **Bachelor** degree with Honours in **Business Management**, a **National Diploma** in **Education** and currently enrolled in **Post-Graduate Diploma** in **Business Management**. Further, he is a **Certified Instructor/Trainer, a Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**, a **Qualified Medical Technician in Chemical Pathology**, a **Registered Medical Technology Student** and holds a **Professional Development Certificate** in **Outcomes-Based Assessment Techniques**. He has further delivered innumerable trainings, courses, workshops and seminars globally.

**Course Fee**

Madrid	<b>US\$ 8,800</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Athens	<b>US\$ 8,800</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
London	<b>US\$ 8,800</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	<b>US\$ 5,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.



**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.

**Accommodation**

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

**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>Introduction to Strategic Planning</b> Strategic Planning & its Importance for Organizations • Key Components of a Strategic Plan, including Mission, Vision, Values, Goals, & Objectives • Different Approaches to Strategic Planning, such as SWOT Analysis, PESTEL Analysis, & Scenario Planning
0930 – 0945	Break
0945 – 1100	<b>Conducting a Situation Analysis</b> External Environment, Including Competitors, Customers, & Market Trends
1100 – 1215	<b>Conducting a Situation Analysis (cont'd)</b> Conducting an Internal Analysis, Including Organizational Strengths & Weaknesses, Resources & Capabilities, & Organizational Culture
1215 – 1230	Break
1230 – 1420	<b>Conducting a Situation Analysis (cont'd)</b> Analyzing Stakeholder Expectations & Concerns
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day One

**Day 2**

0730 – 0930	<b>Developing a Strategic Vision &amp; Mission</b> Difference Between a Vision & Mission Statement • Developing a Compelling Vision Statement that Provides Direction & Inspiration for the Organization
0930 – 0945	Break
0945 – 1100	<b>Developing a Strategic Vision &amp; Mission (cont'd)</b> Crafting a Mission Statement that Defines the Organization's Purpose, Values, & Goals





s1100 – 1215	<b>Defining Strategic Goals &amp; Objectives</b> Developing SMART Goals & Objectives that are Specific, Measurable, Achievable, Relevant, & Time-Bound • Aligning Goals & Objectives with the Organization's Vision & Mission
1215 – 1230	Break
1230 – 1420	<b>Defining Strategic Goals &amp; Objectives (cont'd)</b> Prioritizing Goals & Objectives Based on their Importance & Feasibility
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Two

**Day 3**

0730 – 0930	<b>Creating a Strategic Plan</b> Developing a Strategic Plan that Outlines the Organization's Goals, Objectives, & Strategies for Achieving them • Identifying Key Performance Indicators (KPIs) to Measure Progress & Success
0930 – 0945	Break
0945 – 1100	<b>Creating a Strategic Plan (cont'd)</b> Developing an Action Plan that Outlines the Steps Needed to Implement the Strategic Plan
s1100 – 1215	<b>Communicating the Strategic Plan</b> Communicating the Strategic Plan to Stakeholders, Including Employees, Customers, Investors, & Partners • Creating a Communication Plan that Outlines the Key Messages, Channels, & Timing for Communicating the Plan
1215 – 1230	Break
1230 – 1420	<b>Communicating the Strategic Plan (cont'd)</b> Building Support & Buy-in for the Plan Through Effective Communication & Engagement Strategies
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Three

**Day 4**

0730 – 0930	<b>Implementing the Strategic Plan</b> Developing an Implementation Plan that Outlines the Roles & Responsibilities, Timelines, & Resources Needed to Implement the Plan • Monitoring Progress & Making Adjustments as Needed to Stay on Track
0930 – 0945	Break
0945 – 1100	<b>Implementing the Strategic Plan (cont'd)</b> Creating a Culture of Accountability & Continuous Improvement to Ensure the Plan's Success
s1100 – 1215	<b>Evaluating &amp; Adapting the Strategic Plan</b> Evaluating the Effectiveness of the Strategic Plan by Measuring Progress Against KPIs & Other Metrics • Conducting a SWOT Analysis to Identify New Opportunities & Threats that may Impact the Plan
1215 – 1230	Break
1230 – 1420	<b>Evaluating &amp; Adapting the Strategic Plan (cont'd)</b> Adapting the Plan as Needed Based on the Results of the Evaluation & Analysis
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Four

**Day 5**

0730 – 0930	<b>Building Strategic Leadership</b> <i>Developing Leadership Skills that are Essential for Successful Strategy Implementation, such as Visioning, Problem-Solving, Communication, &amp; Collaboration • Developing a Leadership Development Plan that Identifies the Key Skills &amp; Competencies Needed for Success</i>
0930 – 0945	Break
0945 – 1100	<b>Building Strategic Leadership (cont'd)</b> <i>Building a Culture of Strategic Leadership that Values Innovation, Learning, &amp; Continuous Improvement</i>
1100 – 1230	<b>Sustaining Strategic Success</b> <i>Developing a Sustainability Plan that Ensures the Long-Term Success of the Strategic Plan • Identifying Potential Risks &amp; Challenges that may Impact the Plan's Success &amp; Developing Contingency Plans to Mitigate them</i>
1230 – 1245	Break
1245 – 1345	<b>Sustaining Strategic Success (cont'd)</b> <i>Celebrating Successes &amp; Building Momentum for Future Strategic Initiatives</i>
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**

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



**Course Coordinator**

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