

Certificate in Strategic Business Planning

*A Unique Course To Expand Your Strategic Management
Perspective, Improve Competitive Advantage And
Enhance Business Focus*



Led by
John A. Davis

On This Course, You Will:

1. **Develop** an active role in your company's strategy planning and decision-making
2. **Focus** on key strategic control areas in guiding others to success
3. **Take** strategic responsibility for business development and focus on customers
4. **Learn** a 'step-back' approach to maximise profitability from new opportunities
5. **Generate** a complete and comprehensive case for customer buy-in

22 – 25 April 2018* | Sheraton Hotel, Mall of the Emirates, Dubai, UAE

23 – 26 July 2018* | Kempinski Hotel, Mall of the Emirates, Dubai, UAE

9 – 12 December 2018* | The Address Hotel, Dubai Marina, Dubai, UAE

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Informa's training programmes and solutions are delivered by renowned industry experts and thought leaders with extensive practical experience.

Our courses are stimulating, comprehensive and well structured, allowing delegates to enhance their professional development and capability.

We are a leading training provider in the Middle East, with a portfolio of subject matter across the following sectors:

- Audit, Risk & Governance
- Business Operations
- Engineering, Operations & Maintenance
- Finance
- Healthcare
- Human Resources
- IT
- Leadership & Management
- Marketing, Sales & Communications
- Oil & Gas
- Procurement & Supply
- Professional Development
- Project Management
- Real Estate
- Strategy Management
- Telecoms

Course Requirements And Certificates

Delegates must meet two criteria to be eligible for an Informa Certificate of Completion for a course:

1. Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
2. Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

Who Should Attend

This unique, interactive and comprehensive strategic management master class has been designed with Directors, Senior Executives, Senior Managers, Senior Administrators and Middle Managers in mind. Those in fact, who want to recognise and achieve their full potential as leaders and professionals and then support the company in the most efficient and effective way possible.

Meet Your Expert Course Leader



John Alan Davis is an excellent strategy consultant, outstanding facilitator and intelligent negotiator with extensive international operational experience, which he has linked to global marketing capabilities and technical awareness. He is Founder and Managing Director of Scott Davis Management, a company which has

provided executive management development programmes for more than 12 years.

His creative heritage started as a Development Engineer in the aerospace industry for Plessey Dynamics, which grew into a passion for strategy development through sales with INA into market management in WR Grace on food packaging and then as Marketing Planning Manager for SKF. As their Marketing Director in the UK, he was responsible for business strategy to grow market share, business planning and financial strategy for profit. After a global strategy role on automotive components for SKF in Gothenburg, he became Marketing Director for the Middle East and Africa developing financial and distribution strategies to again grow market share and profitability. Following that role as Chief Executive for the number two bearing company FA'G, his responsibility for strategy and business development produced high growth.

From a competitive fast-moving, strategy-focused background, John naturally turned to people development; first with 'Strategy And Marketing In Business Management' for Management Centre Europe in Brussels, then 'Competitive Strategy' and 'Strategies For Change' for the Institute of Bankers in Pakistan.

In 2002, he became one of Informa's Senior Associates creating 'Strategic Skills For Senior Managers' a series of very successful public courses attracting Mobily, Sabic, Saudi Hollandia, NBK, SABB and Qatar Petrochem, Hadida, Markaz and others – followed by a 'Strategic Skills Forum' and 'Strategic Thinking And Planning' for Qatar Foundation and 'Strategic Thinking' for ADFCA. The courses 'Strategy – To Enhance Business Focus' proved a big success for Brasil Foods, and 'Strategic Thinking And Analysis' for Emirates Nuclear Energy Corporation and the new public programmes 'Aligning Budgeting With Strategy' completed a natural progression towards the middle of 2014.

Now, with a passion for helping managers in the UAE, Saudi Arabia, Qatar, Bahrain, Kuwait and the greater Middle East, John brings a new dynamic focus to the **Strategic Business Planning** course adapting strategy to location and to business model, with an innovative approach and cutting edge case studies.

His personal expertise in designing and delivering strategy, leadership and management development programmes and seminars for CEOs, Senior and Executive Vice Presidents, and senior and middle management has achieved a strong reputation in the Middle East.

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Course Timings: Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 14:30. There will be breaks for refreshments at approximately 10:30 and 12:30 and lunch will be served at the end of each day's session.

Course Outline

The course will provide you with the skills and insights to develop strategy and resolve organisational issues, understand yourself and others and then to expand and capitalise on the learned skills to operate more effectively in your management teams.

You will learn the importance of flexibility, focus, empathy, encouragement using a well-balanced approach, and that awareness, thinking styles, problem solving skills, emotional intelligence and cultural matters are important in guiding both yourself and others towards success, creating smart people and people-smart strategies.

Course Methodology

Presented in modules over four days, this course maintains the balance between personal skills, business planning, organisational success and operational issues throughout. It is informative and includes several highly interactive case studies, workshops and exercises. You will have the opportunity to learn, discuss and present how you will be successful in the future.

You will be expected to complete evening work for the preparation and evaluation of the key case studies. This will ensure your understanding and maximum input to your respective teams during the review stage and present a solid opportunity to provide input during discussions with the overall group. You will be expected to participate in a well-argued presentation of the teamwork to the main group.

This advanced course will motivate you to raise your own personal level of skill and understanding. It will generate the enthusiasm and the attitude to successfully utilise some new techniques and to advance and develop the competence and success of your organisation.

Course Material And Pre-Course Reading

Each delegate will receive a unique and comprehensive bound workbook providing detailed notes from the course together with additional comments and a recommended reading list. Additional workbook appendices provided separately will include case study documentation and workshop notes. A soft copy of all the subject matter will be available for those delegates who would like one.

Course Overview

Day One

Setting The Scene And Outlining The Direction

- Why use strategic thinking in the 21st century? The need for input from managers and teams
- Why strategic thinking and analysis are important for organisations

Strategic Thinking And The Right Mindset

- Consider the significance of 'frames of reference'
- High-level view of thinking styles and the concept of the 'big picture'
- What is creativity and innovation and do they have a place in strategy?

Group Discussion: *Where do the strategic thinkers come from?*

Strategic Business Focus And Attention To Detail – It Really Matters

- Awareness of operational issues versus strategic objectives
- Experience how to link the soft and the hard issues
- Operational and scalable leadership - an approach to corporate strategy

Group Exercise: *Gain an insight into how to obtain buy-in from your teams*

Strategic Activity Trees: A Formal Way To Logically Link Strategies

What Is Strategy?

- What is strategy and where does it come from?
- Why do we use strategy in business development to achieve goals?
- Why strategy first before tactics and why it always brings change
- The concept and format of 'the new strategy cycle'

Case Study: *Fedex – what are the key strategic issues; did they get it right?*

Day Two

Strategic Thinking

- Strategic thinking and its impact versus strategic planning formats
- Strategic schools of thought: prescriptive, descriptive and the configuration

Group Discussion: *Strategic thinking vs. strategic planning*

Group Exercise: *What is your company strategy now and how has your market position developed?*

Strategy And Some Of The Core Ideas Behind It

- What are top teams looking for from their strategy process?
- Forms of strategic development
- The 5 Ps of strategy coupled with the benefits of planning
- Competitive advantage and a discussion on its sources
- Developing reputation and quality in the marketplace for maximum impact
- The learning organisation and the proactive development of strategy

Group Exercise: How to create a dynamic strategy and then present your ideas to the group

Case Study: Presenting your strategy to the marketplace – Almarai, what have they done well and why have they done it that way? (This key case study will require evening work to achieve full benefit)

Strategic Visioning To Assess The Future – Analysing Scenarios

- Keeping 'the future in mind' in the personal and corporate planning cycle
- Finding the answers to the why/what/how/who questions
- The distinction between important and/or urgent actions
- A strategic paradigm - linking corporate value to team values
- Recognising passion and the energy that it creates
- Brand and focus – what is the strategic importance?

Workshop: Why do people buy from and partner with your company? (An exercise and discussion)

Day Three

Strategy Maps And Their Impact

A review of strategy maps and how they help your planning process, including some examples of effective strategy maps and their reflection of the business.

Workshop: Examine and discuss how to create and use the strategy maps exercise

Corporate Value

A concept to support your strategic decision-making:

- Consider how corporate value affects your duties as a Senior Manager
- Is 'managing for value' appropriate for management teams?

Workshop: Managing for value – why is it crucial to success? (An exercise and discussion)

Improving Business Performance

- Using your scenario techniques to test strategic options

Exercise: Diagnosis of current situation using a prioritised SWOT analysis

Exercise: Strategic option grid for generating and evaluating options

- Stakeholder acceptability and stakeholder analysis

Case Study: Brands, vendor partnerships and loyalty programmes – Tesco, what are the keys? (This key case study will gain from additional evening work to achieve maximum benefit for teams)

Identifying And Overcoming Obstacles To Implementation

- Strategies based on stakeholder agenda analysis
- Identifying and prioritising stakeholders – using the Balanced Scorecard

Case Study: Mintzberg – his views and impact, plus the views of other strategists

Developing Winning Business Plans From Strategy To Operational Goals

- What should go in your plans and how to reach your goal
- Difference between strategic and business plans vs. budgets and forecasts
- Using "From-To" timeline analysis to communicate your proposals

Day Four

Case Study: Aujan and Coca Cola – a dynamic plan to serve the customer and gain market share? Examine and decide the validity of this strategy (This key case study will require evening preparation)

Making It Happen – Leveraging Innovation

- Diagnosing strategic business change and understanding the dynamics
- Consider the factors and balance of organisational forces
- McKinsey 7Ss framework and the Strategic Option Grid – financial view

Case Study: Samsung, a successful company – have they leveraged innovation?

Strategic Personal And Group Planning

During this session you will map your own personal goals, company and group goals, and also consolidate actions to plan how you will create strategies and solutions to achieve these goals.

Group Exercise: Create and present your personal action plan and then as part of your work present your team approach to a group, strategy plan and a strategic action plan for your department (also highlighting key skills to revise and develop)

As a group, you will decide at this stage to keep the teams used throughout the course or reassemble on alternative lines.

Discussion And Summary

- Expand strategic management perspective and improve competitive advantage
- Develop a more active role in your company's planning and decision-making
- Focus on key strategic control areas in business and finance
- Understand the importance of empathy in guiding others to success
- Make leadership a strategic responsibility and focus on customers
- Management is the art of getting things done with and through other people

Appendices

Appendix I – BRF – one of the largest food companies in the world
Appendix II – ALMARAI – presenting your strategy to the marketplace

Appendix III – TESCO – brands, vendor partnerships and loyalty programmes

Appendix IV – AUJAN and COCA COLA – a dynamic plan to serve customers

Appendix V – SAMSUNG – have they leveraged innovation?

Appendix VI – Great groups

Appendix VII – Booklist

Appendix VIII – Strategy review charts and strategy maps

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WAYS TO REGISTER

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Course	Course Fee Before 11 February 2018	Course Fee Before 18 March 2018	Final Fee
Certificate in Strategic Business Planning 22 – 25 April 2018* (BC6985)	US\$ 3,995	US\$ 4,495	US\$ 4,995

Course	Course Fee Before 14 May 2018	Course Fee Before 18 June 2018	Final Fee
Certificate in Strategic Business Planning 23 – 26 July 2018* (BC7130)	US\$ 3,995	US\$ 4,495	US\$ 4,995

Course	Course Fee Before 30 September 2018	Course Fee Before 4 November 2018	Final Fee
Certificate in Strategic Business Planning 9 – 12 December 2018* (BC7273)	US\$ 3,995	US\$ 4,495	US\$ 4,995

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions and pass the course examination will receive an Informa Certificate of Completion.

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

Book and pay full fee for two colleagues and the third attends for FREE.

**Not applicable in conjunction with corporate discounts.*

**Payment to be settled before start of the course to avail the offer.*

**The 3 for 2 offer is valid on full price final fee registration only.*

Pricing excludes 5% VAT, where applicable

DELEGATE DETAILS

First Name: Surname:

Job Title:

Company:

Address:

Postal Code: Country: City:

Tel: Mobile: Fax:

Email:

PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.

- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing

- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics

- For full details, please visit www.informa-mea.com/terms-and-conditions-for-delegates

BC6985/BC7130/BC7273

EVENT VENUE:

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Kempinski Hotel, Mall of the Emirates, Dubai, UAE Tel: +971 4 341 0000
The Address Hotel, Dubai Marina, Dubai, UAE Tel: +971 4 436 7777

ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:

Tel: +971 4 407 2693 Fax: +971 4 407 2517
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