



**IBS** | معهد الدراسات المصرفية  
INSTITUTE OF BANKING STUDIES

# Strategic Planning

June 11-15, 2023



## Program Overview

Having a strategic plan in place can enable you to track progress towards goals. This program is designed for those wanting to develop their strategic planning skills and prepare them for career enhancement.

## Program Objectives

By the end of this training program, participants will be able to:

- Understand the importance of a clear Vision, Mission and Values statements.
- Be able to develop objectives for individuals and teams/departments feeding into corporate goals.
- Be able to use strategic planning tools to develop strategic options.
- Make use of key organizational procedures to enhance individual and organizational performance and deliver strategic objectives.
- Develop key leadership skills such as motivation and interpersonal communications, for effective implementation of strategic plans.

## Program Content

Day 1: Strategy is Everyone's Business

- Organization's Vision, Mission, Values and Goals
- Using Scenarios to predict Possible Futures
- Assessing and Managing Risk
- Factors Influencing Decision-making
- Aligning Individual Tasks and Behaviors to Organizational Goals



## Day 2: Strategic Planning

- Using PESTLE to Analyze External Factors
- How to balance the needs of diverse stakeholders?
- Analyzing the Capabilities of your own organization
- Undertaking Valuable SWOT Analyses
- Turning Analysis into Strategic Plans

## Day 3: Overcoming the Challenges of Strategy Implementation

- Develop Staff Engagement – hearts and minds
- Make Use of Varied Communication Methods to Raise Strategic Awareness
- Learn to Link Individual Goals and Tasks to Organizational Objectives
- Use Measurement to Track Performance and Predict likely Outcomes
- Understand How a Learning Organization Links Detailed and Messy Implementation to Strategy Development

## Day 4: Developing Strategic Leadership Skills

- Understanding Barriers to Change
- How to motivate staff to deliver high performance?
- Developing Your Leadership Skills: Situational Leadership
- Using Coaching Skills to Deliver Higher Performance
- Develop Your Interpersonal Communication Skills



#### Day 5: Ensuring Organizational Procedures Support Strategy

- Recognize the Dynamic Tension between Change /Innovation vs. Compliance
- Recognize Elements of Organizational Culture which help Effective Strategy Deployment
- Learn to Make the Performance Appraisal an Effective Tool in Delivering High Performance
- How to ensure the strategic planning process delivers effective outcomes?
- Next Steps

### **Program Administration**

#### **Program Language**

The program will be delivered in English.

#### **Target Audience**

Senior staff involved in planning and decision-making roles.

#### **Training Delivery**

The program will be conducted at KIBS premises.

#### **Program Date**

June 11-15, 2023

#### **Program Duration**

The Program will be conducted over 5 days, 6 hours / day (30 hours in total). Sessions will be held from 08:30 am – 03:30 pm.

#### **Methods of Training**

Lecture-discussions, case studies and exercises



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## **Application Deadline**

Nomination Forms must be sent to IBS by 1<sup>st</sup> June 2023

## **Trainer Profile**

### **Mr. Mishari Mufarreh**

Mishari is a certified trainer and consultant in Personal and Business Management, has more than 17 years of experience in his field. His MBA is from Maastricht School of Management on Strategic Planning. Mishari started as a regional client relations officer in a large investment company and worked in Singapore, Brunei, Malaysia and Jeddah along with his work experience in Telecom. He established his own consultancy and training firm and worked his way up to become one of the top trainers/consultants in major entities in Kuwait and the region.

### **For further inquiries, please contact the program coordinator:**

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