

# Strategy & Business Planning

## Who Would Benefit

Senior managers who are content with their strategic people management skills but wish to improve their business planning knowledge and would like to develop their skills through business management courses. The content contained in this program will help achieve that and prepare your delegates with the skills and knowledge required to be successful.

## Course Overview

On Maguire business management courses delegates will learn about the process of business strategy designed to complete a thorough analysis of the current status of their business, where it needs to be and how they will get it there. This is an intense business planning program, which combines strategic techniques, practical case studies and exercises together with reviews of 'live' business issues.

CPD Points: 12

Course Category: Management & Leadership

Recommended No. of Days: 2

Course Location: To be determined

## The Course Includes:

- What is a strategic business plan?
- Why business planning is essential
- Using S.W.O.T. analysis
- P.E.S.T.L.E analysis techniques
- Organisational growth potential
- Resources available
- Strategic analysis
- Risk assessment
- Product analysis
- Market analysis
- Competitor analysis and positioning
- Budgeting/forecasting/goal setting
- Strategic options & tactics
- Presenting a strategic business plan
- Communicating your vision
- Ensuring commitment
- Reviewing progress
- Measuring success and rewarding mechanisms

## Learning Outcomes

At the end of this program the delegate can:

- Describe a framework for business planning
- Display an understanding of analytical techniques
- Show core concepts, theories and skills for strategy and business planning
- Plan strategic decision making factors for the business
- Recognise the skills needed to debate and plan from a strategic position