



CERTIFIED STRATEGY AND BUSINESS PLANNING PROFESSIONAL

LIVE ONLINE CERTIFICATION

2020 EDITIONS:

- > 13 - 17 APRIL
- > 22-26 JUNE



Develop strategies to drive business performance

Key business benefits:

- > Understand the logic of strategy planning at every level of the organization;
- > Become familiar with an easy-to-use toolkit for every step of the strategy planning process;
- > Be ready to transfer the knowledge accumulated into their organization.

Over the last years, the team at The KPI Institute:

- > Documented 8,000+ KPIs from 16 functional areas and 25 industries;
- > Reviewed 1,000+ performance reports from 125 countries;
- > Referenced 30,000+ resources as part of the documentation process.



Course overview



To be successful in the long-run, organizations need to define a mission and a vision, that can be cascaded down into SMART strategic and operational objectives, at all hierarchical levels. The course offers an algorithm on how this can be done, with a focus on creating strategies that are internally consistent and aligned for optimal performance. At the same time, the course offers tools for both internal and external environment scanning, that will allow companies to build strategies that are flexible and shock-absorbent, adapted to a business world that is rapidly changing. Last but not least, the course focuses on how departments can set their own strategies and action plans, that are ready-for-execution and support the overall corporate strategy.

👤 Participants' profile

› Business owners and top management

Business owners and top management professionals will acquire the knowledge and competences needed to design a strategy at the corporate level, thus increasing the performance of their organization in terms of relevant financial indicators, operational indicators, customer satisfaction indicators and employee satisfaction indicators.

› Middle management professionals

Professionals from different fields, such as finance, human resources, production, logistics, marketing & sales and others, will acquire the knowledge and competences to design and implement a strategy for their department, that supports and is aligned to the organizational strategy.

› Consultants and academia

These participants get a chance to validate and certify worldwide their knowledge and competences in assisting organizations with their strategy and business planning processes at all levels. By attending the course, they also join a network of professionals in the field and get into direct contact with companies potentially interested in their services.

+ Benefits

- › Receive structured knowledge, that can be transferred into all areas of their professional life;
- › Get access to a network of specialists, sharing business opportunities and innovative solutions to strategy planning dilemmas;
- › Receive a premium recognition as a Certified Strategy and Business Planning Professional.

+ Learning objectives

- › Build up a strategic mind-frame;
- › Understand key strategy planning concepts;
- › Use strategy planning tools, in individual and team exercises;
- › Reflect on the best practices in the field, through case.



Agenda

Day 1 - 4h

Key concepts

- › Strategy planning defined;
- › Assumptions for strategy planning;
- › The process of strategy planning – an overview.

Corporate Identity

- › Impact;
- › Mission;
- › Corporate values;
- › Capabilities.

Day 4 - 4h

Vision & choice of a growth strategy

- › Defining the vision in the context of the chosen planning scenario;
- › Intensive growth;
- › Internationalization strategies;
- › Integrative growth;
- › Diversification strategies.

Strategic objectives & projects at Corporate level

- › Defining long-term objectives;
- › Cascading them into strategic objectives, KPIs and targets;
- › Creating the strategy tree & strategy timeline;
- › The BSC approach: strategy map & scorecards;
- › Identification of strategic corporate projects.

Day 2 - 4h

Strategic internal environmental scanning

- › Assessing existing processes ;
- › Assessing existing resources;
- › Assessing existing procedures;
- › Competitive benchmarking.

Choice of a competitive strategy

- › Low cost, low price;
- › Differentiation;
- › Customer relationship;
- › Network effect.

Day 3 - 4h

Strategic external environment scanning

- › PESTEL analysis;
- › Porter's 5 forces;
- › An alternative approach to SWOT analysis.

Scenario planning

- › Identification of strategic KPIs;
- › Definition of scenarios and thresholds;
- › Choice of the most likely scenario used for planning;
- › Identification of red flags triggering reviews.

Day 5 - 4h

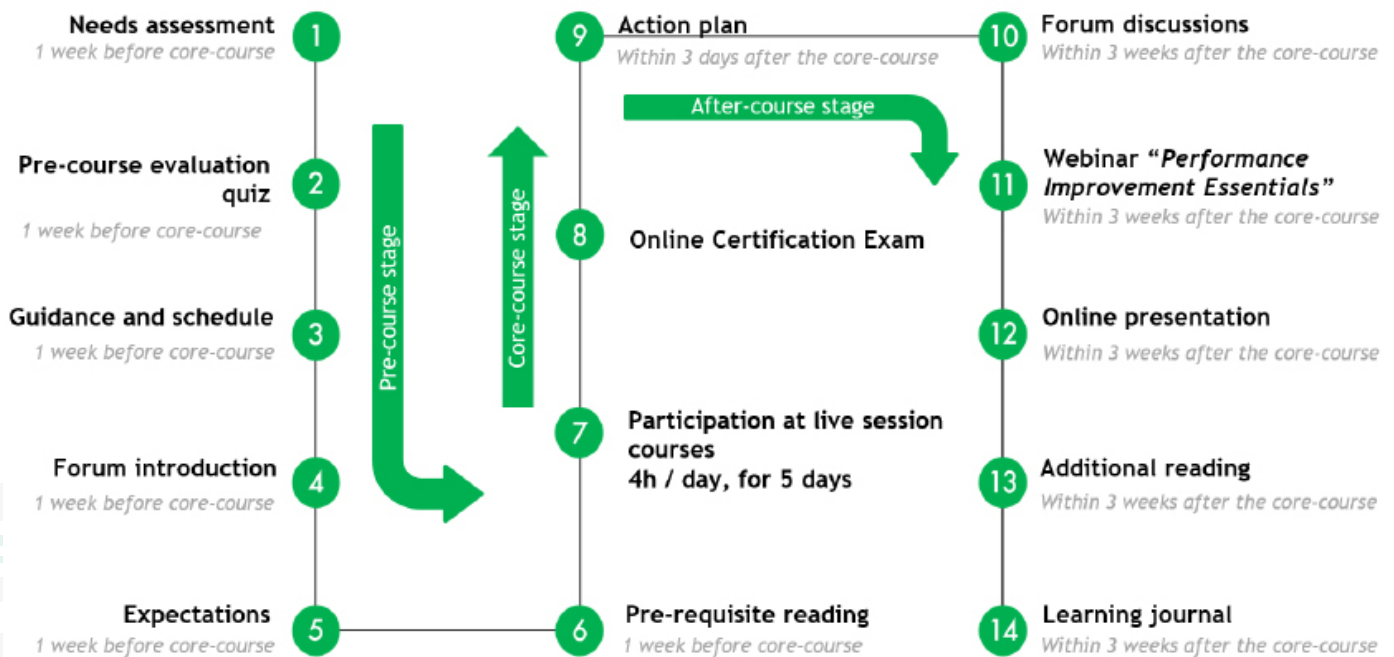
Strategic objectives at Department level

- › Cascading strategic objectives from corporate to the department level;
- › Identifying KPIs for strategic objectives at the department level;
- › Setting targets for strategic objectives at the department level.

Business as usual & projects at Department level

- › Planning “business as usual”;
- › Strategic vs. operational projects at the department level;
- › Planning new investments at the department level;
- › Planning change projects at the department level.

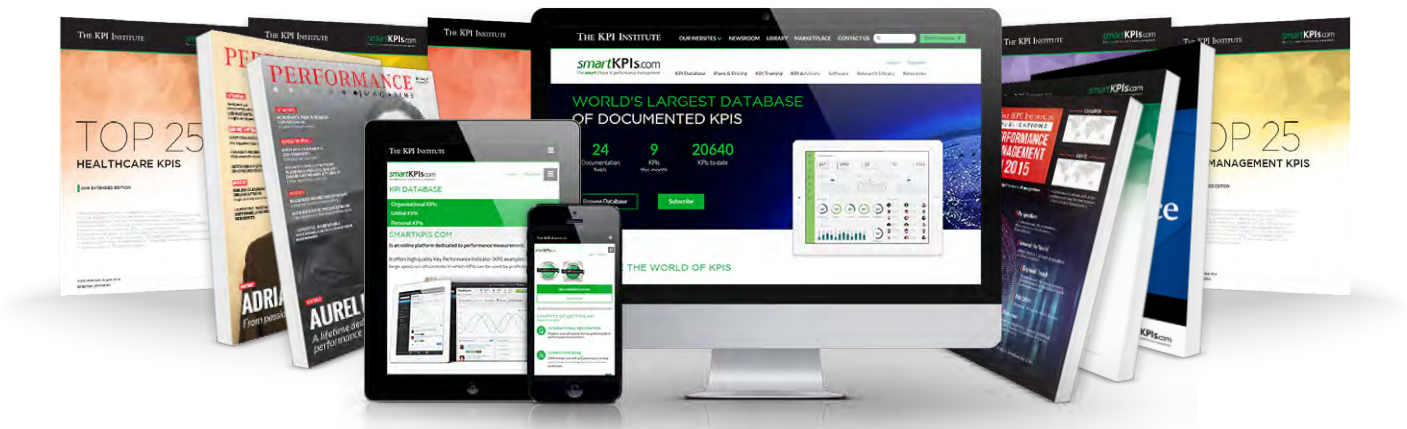
Certification Process



The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- > Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- > Certificate of Attendance (soft copy): after participating at the 5 days of live session course;
- > Certified Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience.

Educational resources



Course materials

- › Course slides;
- › Course notes;
- › Course quiz;
- › The KPI Infographic.

The qualitative reports

- › Performance Management in 2014 and 2015.

Catalogues

- › KPI Documentation Forms;
- › Negative Behaviors;
- › Targets in Practice;
- › Dashboards;
- › Scorecards;
- › Hardware;
- › Graphs in Practice;
- › Glossary of terms.

Videos

- › 11 Videos dedicated to Performance Management.

Fact sheets

- › KPI Definitions, KPIs in Practice;
- › Terminology in Practice;
- › KPI Selection Criteria;
- › Performance Management Related Theories.

Webinars

- › Free access to all Performance Management webinars series from 2014 to 2016.

Performance Management Toolkit

- › **Templates:** Desired State of Evolution, Strategy Map, Performance Scorecard, Performance Dashboard, Performance Healthogram, Initiatives Portfolio, Performance Management System Architecture, Monthly Performance Management Process, Employee Scorecard;
- › **Manuals:** Performance Scorecard Guide for Administrator, Performance Dashboard Guide for Administrator;
- › **Publications:** KPIs for Human Resources Dashboard, KPIs for Human Resources Scorecard.

Premium subscription on smartKPIs.com

- › Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.

Facilitator

Radu Cocean

Strategic Planning Expert, The KPI Institute



Radu Cocean is a trainer, consultant, moderator and facilitator in the field of Strategy Planning, with over 15 years of hands-on experience.

As a trainer, he delivers The KPI Institute's Certified Strategy and Business Planning Professional course, both as in-house and as open training programs. Since 2010, he is an accredited Trainer (certified by the National Qualifications Authority in Romania) and has successfully completed the American Society for Training & Development Master Trainer Program (2014).

As a consultant, he is part of the teams that draft development strategies and spatial plans for public bodies and local administration. He has done so since 2001, at all territorial organizational levels, starting with the international and ending with the local one. He is also a moderator and facilitator for public consultation meetings, making sure the strategy development process is open to all relevant stakeholders.

As a management consultant, he worked with private companies and helped them shape the business plans required to access European funds – which offered him insight on how strategies get implemented through successful projects. He is an accredited Project Manager (certified by the National Qualifications Authority in Romania) since 2011.

Course Fees



Language	Date	Hours/day	Start TIME ME	Start TIME SEA	Standard Fee	Special Fee
English	> 13 - 17 April	4	09:00 GST	13:00 GMT +8	USD \$ 1,500	USD \$ 1,250
English	> 22 - 26 June	4	09:00 GST	13:00 GMT +8	USD \$ 1,500	USD \$ 1,250

Join as a Group

Customized Live Online Group Training Programs

The KPI Institute is offering Customized Live Online Group Training Programs that provide a perfect blend of research, best-practice and best-in-class instructional design.

Leveraging on our extensive research work, our highly skilled faculty, our expertise in providing customized learning solutions, together with next-generation online technology, our Group learning programs are unique, accessible anytime, anywhere learning experiences that deliver results for employees and the organization.

This fully customized training solution supports organizations of all sizes to provide their employees with development opportunities in an efficient, impactful and cost-effective way.

Benefits of customized live online sessions



▶ Flexibility and convenience

Participants can learn from anywhere and it can be scheduled in consecutive days throughout one week or selected days over 2 or more weeks. Participants can access learning materials from anywhere, anytime convenient for the group.

▶ Customized course content

Course content, case studies and exercises will be customized based on the group's industry or selected functional areas, as well as by assessing current needs and competency development requirements.

▶ Business continuity

Continuity of work with daily sessions scheduled for a maximum 4 hours to ensure both information assimilation efficiency and work-related task completion.

▶ Virtual collaborative learning

Facilitated inter-company learning is enabled, leading to Virtual Teams Cooperation and Communication, with the help of specialized E-Learning technology.

▶ Cost effectiveness

An estimated of up to 40% savings compared with traditional face-to-face in-house solutions, due to logistical burdens being waved from both customer and contractor.

Customized Live Online Group Courses	Online Live Format	Content details
Certification	5 Days - 4h/Day	Fully customized certification course
Masterclass	4 Days - 4h/Day	75% of the certification course content, selected based on group requirements
Essentials	2 Days - 4h/Day	50% of the certification course content, selected based on group requirements
Awareness Session	4 h	Selected 1 or 2 sessions from a certification content, depending on the length

Group sizes range from a minimum of 10, to a maximum of 25 participants.

Should you be interested in scheduling a live online Group training course, email us at office@kpiinstitute.org or contact one of the region representatives.

Online Coaching (up to 4h)

- ▶ One of our consultants and facilitators will be dedicated to help customers individually achieve their business objectives, evaluate current systems or tools and provide feedback on how to improve current strategy, performance measurement and management practices.
- ▶ Our dedicated coaches are industry, capability and functional area experts who guide the participants in addressing their business needs and requirements.
- ▶ They will work closely with attendees and help them address their individual areas of improvement.
- ▶ We can assist in providing coaching on all the topics that we cover through our certification programs detailed in this brochure.

*Live coaching will be provided via conference call. The session scheduling will be established either via email/conference call for all delegates or individually between each participant and the facilitator.

**Hours to be accessed when required by scheduling as per customer preference and facilitator availability.

Get in touch with us for a customized quotation