



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Strategic Planning, Management Control & Effective Budgeting

Code	City	hotel	Start	End	price	Hours
534	Casablanca (Morocco)	Hotel Meeting Room	2024-10-06	2024-10-17	5950 €	50

## Introduction

Developing Strategies, Risk Analysis, Negotiating, Budgeting and Cost Control are the essential skills for those who are dedicated to maximizing their performance and value-added contribution - and that of the people who work for them. As the business environment becomes ever more uncertain and turbulent, the requirement for professional leadership and management throughout organizations is at a premium. Hence, these skills learned in this 10 day course provide a structured and coherent framework for addressing the challenges which professionals face in respect of both their day-to-day and longer-term responsibilities.

### This course will feature:

- Identifying Effective and Proven Strategies
- Managing Strategic and Financial Risks
- Win-Win Negotiating Skills & Strategies
- Financial Analysis
- Budgeting and Cost Control

## Objectives

- Develop an appreciation & understanding of each of the elements of the course.
- Understand how skills interact creating a systemic approach to mastering the essential tasks of any leader.



- Develop the skills and applications needed to master and integrate each individual element
- Utilize the elements in achieving individual, team and high organizational results
- Identify priorities for continued professional development

## **OUTLINE**

### **Module 1: Strategy, Risks, Negotiation & Leadership**

#### **Day One : Strategy**

- Introduction to strategy - background, historical developments, major theories
- Strategic Management – a practical approach for every leader
- A consistent methodology for strategy development
- The relationships between vision, mission and strategy
- The steps involved in developing a strategy

#### **Day Two : Risks**

- The meaning and nature of risk
- Identifying the risks in a given strategy
- Prioritizing risks
- Contingency planning
- Risk mitigation strategies

#### **Day Three : Negotiation**

- The everyday role and attitude of 'Win-Win' negotiating
- Power - gaining a superior position
- Strategy and Tactics in negotiating
- Understanding your opponents negotiating style and tactics
- Negotiating Countermeasures



## **Day Four : Leadership**

- The strategic role and nature of effective leadership
- Charisma and how to earn it and use it effectively
- The role of the modern leader and how leadership has changed
- Innovative Leadership skills
- Maximizing the performance of each team member
- Motivating the `average` employee

## **Day Five : Strategic Leadership Workshop**

- Intrapersonal style and skills
- Interpersonal and leadership communication skills
- Leadership and The Challenge of Change
- Strategic leadership for team development
- Developing a personal action plan for further self-development

## **Module 2: Effective Budgeting & Operational Cost Control**

### **Day Six : Introduction: Building a Common Financial Language**

- The key role of budgeting and cost control in contemporary organizations
- The 21st century business imperative: delivering value added (but to whom?)
- Financial vs. Managerial accounting (for decision making)
- Understand your processes: integrating financial and non-financial aspects
- The budgeting process
- Examples & Discussion

### **Day Seven : The Budgeting Process**

- The key features of budgeting
- Advantages and concerns with budgeting



- Accountability and centers of responsibility
- Zero-based budgeting
- Budgeting and cost control
- Examples & Discussion

### **Day Eight : Cost Analysis**

- Different costs for different purposes
- Fixed vs. Variable costs
- The Cost-Volume-Profit analysis model
- Contribution Margin analysis
- Examples & Discussion

### **Day Nine : Traditional vs. Advanced Techniques in Cost-Control**

- Under-costing and over-costing: the consequences for profitability
- Indirect (OH) vs. Direct costs:
- Traditional Cost Allocations systems vs. Activity-Based Costing (ABC)
- Linking resources, activities and management
- Variance analysis
- Video, Case Study and Examples

### **Day Ten : Beyond the Budgets: Balanced scorecards and Six-sigma**

- Broadening performance measurement systems
- Beyond budgeting: integrating financial and non-financial issues
- Introducing the Balanced Scorecard
- Introducing the Strategy maps
- Introducing Six-sigma
- Video, Case Study and examples



**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.