



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Professional Diploma in Strategic Planning

Code	City	Hotel	Start	End	Price	Language - Hours
729	Marrakesh (Morocco)	Hotel Meeting Room	2025-04-27	2025-05-08	6950 €	En - 50

## How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

## Certificates

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

## Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
  - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development



is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

## **Professional Diploma Contents**

### **Strategic analysis and strategy formulation**

- A world of complex and accelerating challenges
- Why do we need strategic planning?
- Basic concepts in strategic planning
- Stakeholder Analysis
- Value chain analysis
- Analysis of the external environment
- Quadrilateral (situational) analysis
- Strategic change agenda
- Porter`s Competitive Forces Analysis
- Porter`s Main Business Strategies
- Competitive Advantages
- Building a business model
- Types of strategies
- Blue ocean strategy
- Vision, Mission and Values
- Using the Balanced Cards to measure performance to formulate strategies

### **The main indicators for measuring performance**

- The basic components of performance measurement systems
- Strategic maps
- Using the systems analysis approach (logical model) to develop performance measurement indicators
- Cause and Effect Relationships



- Develop performance indicators by defining the characteristics of strategic objectives
- What is the difference between performance indicators and statistics?
- Performance Indicators Classifications
- The four comparisons of performance levels
- Comprehensive practical example: performance management in justice systems
- Performance Indicators Measurement Units
- Systems dynamics analysis for performance management
- Cumulative performance indicators
- Polarity of performance measurement indicators
- Periodicity of measuring indicators
- Choose reference values
- Determine baseline values
- Determine target levels for performance indicators
- Determine allow limits for targets
- Balance between performance indicators
- Standards for evaluating the quality of performance indicators
- Indicator sources
- Performance indicators description card
- Calculation of standard percentages of achievement
- Measuring compliance ratios
- Measuring completion ratios
- Measuring availability ratios
- Measuring exploitation ratios
- Measuring the performance of boards of directors
- Measuring leadership practices
- Measuring the media image
- Measuring employee engagement
- The measure of gross domestic product
- Indicators of the labor force and unemployment

## **Strategic risk management**



- The concept of risk management
- Strategic risks
- Risk management culture
- Peripheral vision
- Risk management model
- Coso II Risk Management Model
- RIMs Maturity Model for Risk Management
- The role of the board of directors and senior management in risk management
- The economics of risk management

## **Governance and strategy management**

- Obstacles to implementing strategies
- The science of implementing strategy
- An integrated framework for linking strategic planning
- The three roles of the Office of Strategy Management
- The role of senior management - a necessary and sufficient condition
- Alignment of the organization to strategy
- Lessening the strategy to different organizational levels
- The added value achieved by the head office of the organization
- Identify and share best practices
- Managing strategic initiatives

## **Managing Communication, Culture and Strategic Change**

- Change strategies and global models
- Strategic Change Management
- Managing organizational culture change
- Implementation of the change strategy and roadmap

## **Preparing performance reports**

- What are the objectives of issuing performance reports?



- What is the relationship of issuing performance reports to the strategic planning cycle?
- What do stakeholders expect from performance reports?
- Who is assigned the task of external audit on performance reports?
- What are the most important bases and rules for preparing performance reports?
- What are the components of performance reports?
- What should programs and initiatives evaluation reports include?
- What performance information should reports include?
- What channels should be used to publish performance reports?
- How does the citizen benefit from the information available in performance reports?
- What do the different target groups expect from performance reports?
- Use technical designs, tables and graphs to highlight the contents of the report.
- Qualitative characteristics of the performance report.
- Grammar advice when preparing performance reports.
- Standards of preparing performance reporting



**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 coffee break sessions during lectures.