



SCANDINAVIAN ACADEMY
For Training and Development



Course: Professional Diploma in Strategic Planning

Code	City	hotel	Start	End	price	Hours
729	Marrakesh (Morocco)	Hotel Meeting Room	2025-04-27	2025-05-08	6950 €	80

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.