SCANDINAVIAN ACADEMY
For Training and Development

Course: Integrated Business Planning and Strategic Decision Making

Code	City	Hotel	Start	End	Price	Language - Hours
829	Zurich (Switzerland)	Hotel Meeting Room	2025-08-18	2025-08-22	5450 €	En - 25

Introduction:

In today`s rapidly evolving world, it`s imperative for public sector professionals to anticipate, strategize, and adapt to future challenges. This course aims to equip participants with essential foresight tools and methodologies to navigate uncertainties, identify emerging trends, and proactively shape the future. Through interactive sessions, case studies, and practical exercises, attendees will gain insights into strategic planning, scenario development, and innovative thinking crucial for future-proofing public sector initiatives.

Learning Outcomes:

- Analyze emerging trends and drivers shaping the future.
- Apply strategic foresight tools and methodologies to anticipate potential disruptions and opportunities.
- Develop scenarios and strategic plans to enhance preparedness and resilience in public sector operations.
- Employ innovative thinking to address complex challenges and leverage technological advancements.
- Implement practical strategies for future-proofing public sector initiatives and services. Hybrid

Delivery Method:

The course will be delivered through a blend of lectures, interactive discussions, video presentations, and group activities. Each day will focus on specific modules with a mix of theoretical knowledge and practical applications. Video presentations will showcase real-world case studies, offering insights into successful implementations and challenges faced by various public sector entities.

Understanding Strategic Foresight and its Importance.

- Introduction to Strategic Foresight.
- Key Concepts: Anticipation, Uncertainty, Complexity.
- Trends and Drivers Shaping the Future.
- Lecture: Overview of Strategic Foresight.

Tools and Methodologies for Strategic Foresight

- Scenario Planning: Techniques and Applications
- Environmental Scanning and Trend Analysis
- Video Presentation: Case Studies on Successful Foresight Implementation
- Exercise: Conducting Environmental Scanning and Identifying Trends

Building Scenarios and Strategic Planning

- Developing Scenarios: Best Practices and Applications
- Strategic Planning Frameworks.
- Group Activity: Scenario Development Workshop.

Innovation and Adaptation

- Innovation in Public Sector: Challenges and Opportunities
- Harnessing Technology for Futureproofing
- Lecture: Strategies for Adapting to Changing Environments
- Innovation methodologies and design thinking.
- Developing a culture of innovation within the organization.

• Managing innovation projects.

Implementing Future-Proofing Strategies

• Practical Applications of Strategic Foresight: Case Studies
• Integrating Foresight into Policy Making and Decision-Making Processes
• Exercise: Designing a Future-Proofing Strategy.

Effective Leadership:

• Modern leadership strategies.
• Team building and motivation.
• Change management and adaptation to changing environments.

Strategic Planning

• Developing and implementing strategic plans.
• Internal and external environment analysis.
• Setting strategic goals and initiatives.

Human Resource Development:

• Employee development and growth strategies.
• Performance management and evaluation.
• Succession planning.

Project Management:

• Project management basics.
• Planning, executing, and monitoring projects.
• Risk management and performance evaluation.

Effective Communication:

- Internal and external communication skills.
- Managing meetings and presentations.
- Negotiation and conflict resolution.

Change Management:

- Stages of change management.
- Overcoming resistance to change.
- Implementing change efficiently.

Quality Management:

- Quality management concepts and tools.
- Process improvement and quality applications.
- Performance evaluation and achieving institutional excellence.

Data Analysis and Decision Making:

- Data collection and analysis.
- Utilizing statistical tools.
- Data-driven decision-making.

Technology in Management:

- Utilizing technology to improve efficiency.
- Applications of artificial intelligence in management.
- Cybersecurity and data management.

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.