



# Professional Diploma



**SCANDINAVIAN ACADEMY**  
For Training and Development



# Course: Professional Diploma in Strategic Planning

Code	City	hotel	Start	End	price	Hours
729	Barcelona (Spain)	Hotel Meeting Room	2024-05-20	2024-05-31	7950 €	80

## 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

### 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.**



**The Scandinavian Academy 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.