



Management Training Courses

Course: Strategic Planning Professional

| Code | City | hotel | Start | End | Hours | price |
|------|-----------------------|--------------------|------------|------------|-------|--------|
| 395 | Brussels (Belgium) | Hotel Meeting Room | 2026-08-10 | 2026-08-21 | 50 | 8950 € |

The Conference Content

Module 1 : Strategy, Risks, Negotiation & Leadership

Strategy

- Introduction to strategy - background, historical developments, major theories
- Thinking strategically
- A consistent approach to strategy development
- The relationships between vision, mission and strategy
- The steps involved in developing a strategy
- Implementing a strategy

Risks

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

Negotiation

- The essential role of negotiation



- Focusing on mutual interests
- How to separate the people from the problem
- Remaining objective and dispassionate
- Negotiating with more powerful people
- Negotiating tactics

Leadership

- The strategic nature of leadership
- The differences between leadership and management
- Turning leadership theory into practical leadership
- Maximising the performance of each team member
- Motivating the `average` employee
- Developing a personal action plan for further self-development
- Strategic Leadership Workshop

This module comprises a series of interactive workshop activities to develop:

- Intrapersonal skills
- Interpersonal skills
- Strategic leadership for team development
- Innovative Leadership skills

Module2 : Effective Budgeting & Operational Cost Control

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?)
- Towards a cross-functional process-view of the organization



- Financial vs. Managerial accounting (for decision making)
- Understand your processes: integrating financial and non-financial aspects
- Identify the key processes/projects for your own organization
- Video, Examples & Discussion

Budgeting and Cost Analysis

- Cost concepts and terminology
- Different costs for different purposes
- Fixed vs. Variable costs: the Cost-Volume-Profit analysis model
- Contribution Margin analysis
- Manufacturing vs. non-manufacturing costs
- Period vs. Product costs: inventory evaluation and control
- Case study

Traditional vs. advanced techniques in cost-control

- Under-costing and over-costing: the consequences for profitability
- How to refine a costing system?
- Indirect (OH) vs. Direct costs: Traditional Cost Allocations systems vs. Activity-Based Costing (ABC)
- Cost hierarchy & Cost drivers
- Linking resources, activities and management
- Introducing Activity-based budgeting (ABM) and management (ABM)
- Video, Case Study and Examples

Master Budget, Flexible budgets and Variance Analysis

- Define the master budget and explain its major benefits to an organization
- Describe the difference between a static budget and a flexible budget
- Compute flexible-budget variances and sales-volume variances
- Discuss the behavioral implication of budgeting
- The budgeting process in your organization: how to improve it?



- Which tools shall we use to complement budgeting and costing?
- Problems, Case Study and Exercises

Beyond the Budgets: Balanced scorecards and Six-sigma

- Broadening performance measurement systems
- The key role of customer satisfaction and business process reengineering
- 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 adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.