


A black and white photograph of several chess pieces, including pawns, knights, and kings, arranged on a dark, reflective chessboard. The pieces are in sharp focus, with their reflections visible on the glossy surface.

Training:

Strategic Planning

Ben Apted and Phil Noble, **January 2021**



In the current fast-paced environment organisations must consider how to maintain and sustain their competitive advantage. Now is the time to update your strategic planning skills.

Ben Apted and Phil Noble

The planning process is notoriously difficult to manage and can be painful. Even when the importance of strategy is acknowledged, many executives recognise there is a mismatch between the amount of effort invested in the process, and the end result. Common issues encountered include a biased view of business performance, a failure to make the strategy differentiating and actionable, or limited practical knowledge and experience of planning and implementation methodologies. Such issues can lead to executives being disappointed with the outcome of their strategic planning process.

SPP has developed a training program to equip strategy managers and executives with key tools, insights and frameworks to conduct strategic planning. In this **one and a half day workshop**, you will:

- Understand the application of concepts, frameworks and analytical tools that you may find helpful when returning to your workplace
- Understand how to approach a planning process
- Gain a wider perspective of management practice through breakout sessions, discussions, and case applications
- Meet and learn from others that are involved in strategic planning in similar organisations



The program has been developed to achieve outcomes that can be readily applied. The ideas are supported by tools regularly used by SPP and will help apply good practice in your organisation.



Based on demand we may run multiple “streams” focused on (i) commercial and (ii) higher education and research sectors.

SPP's Strategy Consulting Practice has provided strategic planning consulting (and training) to a wide range of organisations, including:

- Segment attractiveness and profitability analysis for a major financial services business unit
- Business unit strategy in wealth management, business banking, consumer banking
- Growth options for a major construction supplies company
- Business unit strategy for a national logistics company
- Strategic planning support for a major medical research institute in Australia
- Greenfields strategic planning framework development for the world's largest female university

Who should attend?

- ✓ Executives, Division Leaders, or Senior managers with responsibility for strategic planning development and / or implementation of strategic planning
- ✓ Those looking to refresh their strategic planning skills

Interested?

Register your interest with Erica Buckley

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Strategic Planning Workshop

▶ Objectives of Strategic Planning

- What is strategy?
- Why do it?
- What are the challenges and pitfalls?
- What are the different views on strategy?
- How do consultants do it?

▶ Setting the Vision for your Business

- How to think big?
- Some inspirational visions
- How do we set the vision for our business?

▶ Understanding the Context and Situation

- What frameworks are helpful to understand the business state of play, our competitors and our own performance?
- When should we use / not use these frameworks?

▶ Developing Strategic Options

- What frameworks are helpful to develop strategic options?
- How can we most effectively use them?

▶ Developing and Executing Initiatives

- How do we develop and prioritise initiatives to support our strategic objectives?
- What are the challenges and pitfalls of strategy execution?
- How do we track performance?

▶ Putting It All Together

- How long should we allocate to strategic planning?
- How often should we do it?
- Who should be involved?
- How can we make the best use of external support?

About SPP

Strategic Project Partners is a generalist, strategy consulting firm. We support organisations to solve complex strategic and operational challenges.

Established in 2005, SPP has delivered successful outcomes for a broad range of commercial and Government sector clients.

SPP's Consumer practice brings customer first capabilities to helping our clients profitably grow.

We serve retailers and branded goods, leisure, sport and media clients.

Our services cover:

- Market opportunity identification and assessment
- Brand portfolio and channel strategy optimisation
- Pricing strategy for profitable growth
- Mobilising go to market sales and promotional investment
- Data and analytics strategy and activation



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