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Strategic Business Planning

- 1.0 Introduction**
- 2.0 Value of sound strategic planning**
- 3.0 Strategic planning explained**
 - 3.1 Key features of strategic planning
- 4.0 Focus on internal operations**
- 5.0 Long term decision making processes**
- 6.0 Creating the environment for decision making**
- 7.0 Macro vs. Micro planning process**
- 8.0 Strategic planning process**
 - 8.1 Evaluation of strategic planning data
 - 8.2 Making the best choices
 - 8.3 Strategic implementation
- 9.0 Mission Statement development**
 - 9.1 Introduction
 - 9.2 Role of Mission Statement
 - 9.3 Developing the Mission Statement
 - 9.3.1 Vision
 - 9.3.2 Values and beliefs
 - 9.3.3 Stakeholders/Owners
 - 9.3.4 Community image
 - 9.3.5 Making the Mission happen
 - 9.4 Mission Statements
- 10.0 External environment**
 - 10.1 Macro analysis
 - 10.2 Political
 - 10.3 Economical
 - 10.4 Technological
 - 10.5 Industry analysis
 - 10.6 Customers
 - 10.7 Customer check-list
 - 10.8 Market and competition
 - 10.9 Analysing the competition
 - 10.10 Threats and opportunities
 - 10.11 Summary
- 11.0 Internal environment**
 - 11.1 Product development
 - 11.2 Operations development
- 12.0 Strategic planning data base**
- 13.0 Setting strategic objectives**
 - 13.1 Common errors in setting objectives
 - 13.2 Factors influencing strategic objectives
 - 13.3 Scope of strategic objectives
 - 13.4 Measuring objectives
 - 13.5 Ownership of objectives
 - 13.6 Priorities for strategic objectives
- 14.0 Summary**

Purpose:

From this topic you will develop the ideas for formulating an effective strategic plan. If you already have a strategic plan in your organisation that you can study, you will be able to analyse its purpose and presentation, and identify its strengths and weaknesses. Where such a plan does not exist you should be able (at the completion of this topic), to have acquired the knowledge for developing a strategic plan for your organisation.

Aims:

As we develop the concepts of strategic planning you will recognise the value and importance of the overall strategy planning process

The primary aims are to:

- a. Define the organisations purpose.
- b. Analyse the current effectiveness of the organisation.
- c. Establish effective goals and objectives which are measurable and clearly set the direction for the organisation.
- d. Determine the changes required to the organisation in terms of the culture, resources, structures, and training in order to satisfy the particular internal and external environments that exist.

Objectives:

As an outcome of completing this topic you will be able to:

- a. Explain the strategic planning process.
- b. Determine the significance and value of strategic planning to your organisation.
- c. Effectively analyse the internal and external environments identifying opportunities, strengths, weaknesses and threats.
- d. Develop appropriate strategic objectives for your organisation

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- e. Demonstrate how strategies can be derived from strategic objectives and a 'Strength Weaknesses Opportunities and Threats (SWOT) analysis.

Introduction

The concept of strategic planning can often be regarded as the role of corporate or executive management and that other levels of management need only make contributions to the process.

On the other hand, a strategically oriented organisation will develop the macro strategic plan for the entire business, with the separate divisions, or areas of operations developing their own strategic plans which complement the corporate strategy. These micro strategic plans are extremely important. It is at this level that employee commitment and identity with the corporate strategic plan is achieved. In smaller organisations a single strategic plan may be sufficient, however, this plan must ensure that all the relevant issues such as values, beliefs, strengths, weaknesses, mission and the respective internal and external environments are adequately addressed.

Key Features Of Strategic Planning

- o Detailed analysis of the internal operations of an organisation.
- o Detailed analysis of the external environment.
- o Establishing the vision and mission of the organisation.
- o Establishment of clear objectives.
- o Be able to measure performance.
- o Maximise effective communication throughout the organisation.
- o Create an environment for success.

Including Online Tutoring, Mentoring and Assessment.

Course report available to the employer, on request.

Testimonials of Excellence

"Even with my 10 years' experience in a service department as a supervisor, this course has given me more confidence and direction, I now see things from a management perspective and am able to deal with situations more competently."

Stephen W, OCE (Australia)

"My job satisfaction has increased and I believe that I am becoming a more valuable contributor to my organisations operations."

Lindsay W, Service Solutions P/L (Australia)

"Excellent, first class content. Balanced delivery. The value of this course is the scope. It covers the many aspects of management and provides a very good understanding of all the areas covered."

Tom McD, Siemens Nixdorf (Australia)

"It enables the line manager to effectively converse with, and understand other departments in an organisation."

Martin B, Schindler Lifts (Australia)

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Email: info@internationalconsultantstobusiness.com

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"These courses will be invaluable to business owners and their staff to upskill on specific business training needs."