Strategic Planning

“The intangible assets of your organisation; the human, information and organisational capital - is today’s great differentiator. Learn the value of this in your strategy or your customers and shareholders lose their value in your company”- Peter Smith

Program Overview

This course aims to have participants learn the fundamentals of the balanced scorecard as it applies to the creation of strategy maps. The value proposition of the organisation will be defined and the human, information and organisational capital development and deployment that aligns with that.

Key Benefits

Participants will be able to:

- Understand The four elements of the Balanced Scorecard
- Learn how to create your own strategy maps.
- Understand how value is created by aligning assets with goals.
- Determine whether the focus of the strategy is on product leadership, customer intimacy or process efficiency
- Clarify roles and responsibilities required in the new strategy
- Determine what aspects of the current organisational culture will align with or impede the incumbent strategy

Who Should Attend?

Anyone responsible for the strategic planning of an organisation or business unit.

Key Competencies

- Ability to produce a strategic map template
- Assessment of present organisational capabilities
- Learn which jobs, systems and what climate support the value creating strategies
- Systems thinking that inhibits, or supports, strategic planning
- Learning how to articulate a customer value proposition

<table>
<thead>
<tr>
<th>Duration</th>
<th>Minimum</th>
<th>Pricing</th>
<th>Facilitated by</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 day</td>
<td>We reserve the right to reschedule this course if minimum numbers of 8 are not achieved to ensure maximum participation. Guaranteed confirmation will be given seven days out from this event.</td>
<td>$825.00 per/ person</td>
<td>Peter Smith</td>
</tr>
</tbody>
</table>

Central College Corporate
RTO Provider Number: 91282
ABN: 36 122 507 108
A Member of GCA Group of Companies