

TOLL FREE 800 242563

Tel: +971 4 29 44 001 (20LINES)

Fax: +971 4 29 44 002

Mob: +971 50 108 71 71

Email: info@aialme.com

Web: www.aialme.com



PO Box 95277

Office 1004

Al Rigga Business Center

Ibis Hotel Bldg.

Al Rigga Rd Deira Dubai UAE

AIAL

AL RIGGA ROAD



Al Rigga Metro
EXIT 2 (West)

IBIS HOTEL
AIAL building

Emirates Islamic
Bank Bldg.



CSPM

Certified Strategic
Planning Manager

LMG

Leadership & Management

Global Organization

Geneva, Switzerland

HACAM

المعهد العربي للمحاسبين والقانونيين

**ARAB INSTITUTE FOR
ACCOUNTANTS & LEGAL**

CSPM

Overview

This course is designed to provide the participants with the necessary skills and knowledge on technical expertise and high-level of coordination to ensure the effectivity, development and implementation of the organization's strategic spatial policy and integration.

Having a concrete strategic plan shed light on an organization's unique strengths and relevant weaknesses, enables to pinpoint new opportunities or the causes of current or projected problems. If board and staff are committed to its implementation, a strategic plan can provide an invaluable blueprint for growth and revitalization, enabling an organization to take stock of where it is, determines where it wants to go and chart a course to get there.

CSPM leads and motivates its allocated staff to make a high level of contribution to the organizations plans and long terms objectives. It contributes and helps to ensure that work programs are established, monitored and delivered in accordance organizations priorities and within allocated budgets.

Who should attend?

This course is suitable for managers with strategic planning responsibility or leaders involves in the formation and implementation of strategic planning

- ◆ Executives
- ◆ Division leaders, and
- ◆ Senior managers

It is also suitable for people from all sectors including the public sector, voluntary sector, corporate sector and private sector.

Membership

- ◆ High Authority Council for Arab Managers (HACAM)



Course Outline

- ◆ Introduction, definition and scope
- ◆ The role of strategic planning manager in the modern world
- ◆ The use of strategic planning in choosing the future nature & directions of the organization
- ◆ Benefits and risk of strategic planning
- ◆ Assessing the External and Internal Environment
- ◆ Strategic Planning Process and execution

Learning Outcomes

- ◆ Clear understanding of the definitions and components of strategic planning
- ◆ Clear understanding of the role of strategic planning
- ◆ New ability to assess and improve the company strategy
- ◆ Improved ability to think strategically while operating and managing daily objectives
- ◆ New ability to integrate strategic planning into normal business activity
- ◆ Learn key analytical conceptual approaches to expand your understanding of the marketplace
- ◆ Identify evolving strategic patterns & generate ideas on how they can be applied to organization

Certification

- ◆ Leadership and Management Global Organization LMGO Switzerland
- ◆ AIAL Certificate Attestation by Knowledge and Human Development Authority KHDA - Government of Dubai



Registration Requirements

- ◆ 1 passport copy
- ◆ 1 photo (passport size)
- ◆ Full fees upon registration
- ◆ Bachelor/ college certificate and/ or
- ◆ Recent experience certificates