



THE UNIVERSITY OF  
**SYDNEY**

# **Strategic Planning and Management Course**

*Centre for  
Continuing Education*



# Strategic Planning and Management Course



In this strategic planning and management course, you will learn the strategic thinking concepts, skills and tools required to define the corporate strategy for an organisation and manage a corporate strategy planning process. You will learn how to make the critical decisions required to establish the strategic objectives and set the strategic direction for your organisation. Real life case studies and group work will further develop your strategic thinking capability.

We will also show you how to engage others through the strategy development process to ensure that the strategy results in achievable and realistic implementation plans that achieve the organisations goals. We will discuss the importance of culture in strategy development and the crucial role that values and behaviours play in strategy development and business success.

We will use a systematic approach to understand where the organisation is now, where the organisation wants to be and why, and how to successfully get from the present to the future.

## Intended audience

Designed to suit those who are part of a strategy team, or relatively new to the 'strategic planning' arena. It will also benefit anyone who is involved with strategic planning and is seeking to improve their strategic thinking and planning skills. This course applies across sectors including private, public and not-for-profit.

## Prerequisites

None



### Course duration

1 session, 8 hours total



### Time

9am - 5pm



### Format

Face-to-face  
or  
Online in real-time



### Dates

Browse available  
[course dates](#)



## Upon completion

Every participant receives a University of Sydney certificate of completion.



## Outcomes

By the end of this course, you should be able to:

- create an effective vision and mission statement
- follow a structured process to create an effective, compelling and agreed strategy
- analyse the environment your organisation operates in
- exercise critical decision-making to maximise opportunities and mitigate risks
- develop sound strategic goals
- develop a clear, realistic and implementable strategy.



## Content

### Strategic thinking and planning

- What is strategic planning?
- The importance of strategic planning
- Good and bad strategy

### The strategic planning process

- The steps involved in creating an effective strategy
- Guiding senior stakeholders to enable strategic decisions
- Engaging organisational stakeholders, seeking agreement and creating a narrative

### Mission, vision and values

- The importance of vision and mission
- Making vision and mission statements matter: thinking about culture

### Strategic planning tools and frameworks

- Macro trends
- Business model analysis
- Stakeholder analysis
- Customer segmentation and journeys
- SWOT analysis
- PESTEL analysis
- Ansoff matrix
- Porters five competitive forces
- Benchmarking
- Hypothesis development
- Scenario planning
- Risk strategy framework
- Schein's culture framework

### Developing the strategy

- Differentiation and competitive advantage
- Market analysis – markets, customers, products/services, strategic partners
- Establishing strategic goals, key result areas and measurable outcomes
- Developing strategic initiatives
- Outlining key assumptions and constraints
- Redefining the organisation – process, capability, technology, culture and governance
- The balanced scorecard
- Risk strategy
- Developing a roadmap for change including critical success factors, resourcing and budgeting
- Monitoring, adjusting and evaluating

### Case studies

- Innovation and change as a requirement for survival
- The criticality of organisational culture



*“Fantastic facilitator! Not only did he have an enormous amount of experience and knowledge in the space, allowing him to provide real world examples, but he was also a great presenter, using mixed models of learning, setting an appropriate pace and providing an environment very suited to learning.”*

**Arlen Wilcox**

*“The facilitator was very knowledgeable and kept us engaged. The content was understandable, and directly transferrable to the workplace. Highly recommend!”*

**Madeleine Dragar**



*“I have been looking for a course to give me some introduction to 'business strategy' until I found this one. The facilitator was very helpful and provide us with great examples. Overall, I recommend this course to those who want to understand and to develop the strategic plan within an organisation.”*

**Farshad Oveissi**



### **Delivery style**

This course has been designed to actively involve the learner throughout the day.

It includes:

- interactive presentations
- group work and discussion
- structured strategy development activities
- strategy based case studies allowing for problem solving and strategic thinking

### **Materials**

Course materials, including a presentation and a course booklet, are provided electronically.



### **Organisational training and development**

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)





THE UNIVERSITY OF  
**SYDNEY**

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,  
*inspire leadership*

**For more information**

Centre for Continuing Education  
+61 2 7255 1577

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