



THE KPI INSTITUTE



مَعْمُورَةُ الْإِدَارَةِ الْعَامَّةِ  
Institute of Public Administration

The Professional Program

# Certified Strategy and Business Planning Professional

 4th August 2024  Zoom  5 – 9 PM  460 BHD (506 BHD including VAT)  5 Days 20 Hours  Bilingual English/Arabic

To be successful in the long-run, organizations need to define a mission and a vision, that can be cascaded down into SMART strategic and operational objectives, at all hierarchical levels.

The course offers an algorithm on how this can be done, with a focus on creating strategies that are internally consistent and aligned for optimal performance. At the same time, the course offers tools for both internal and external environment scanning, that will allow companies to build strategies that are flexible and shock-absorbent, adapted to a business world that is rapidly changing. Last but not least, the course focuses on how departments can set their own strategies and action plans, that are ready-for-execution and support the overall corporate strategy.

## ◆ Target audience:

- Business owners and top management
- Middle management professionals
- Consultants and academia

## ◆ Learning objectives:

- Comprehend fundamentals of the strategic planning process.
- Learn to coordinate teams in order to set up to design strategies.
- Set clear strategic objectives, evaluate strategies and suggest adjustments.
- Understand key areas of a business model.

## ◆ Benefits:

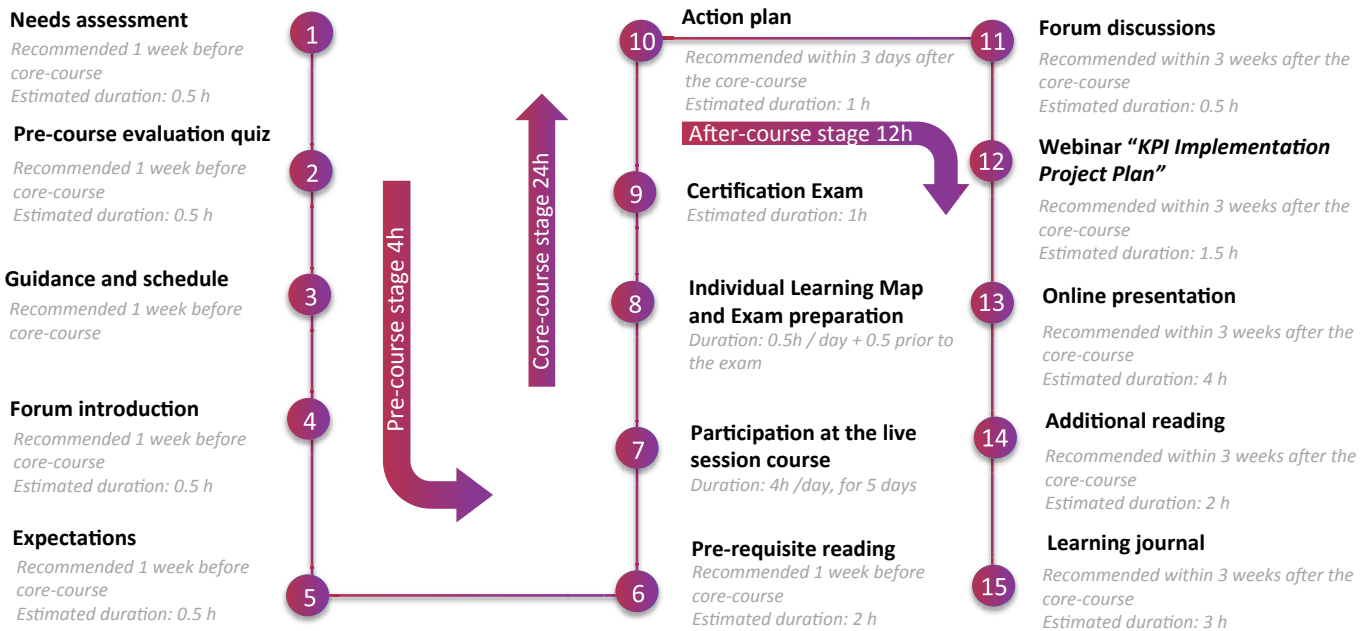
- Obtain knowledge on a clear algorithm of the strategic planning process.
- Ensure excellent strategy implementation by accessing and using rigorous strategy planning tools at both corporate and department levels.
- Get a deeper understanding of the connections between organizational strategy and the business environment.
- Obtain structured knowledge, that can be transferred into all areas of your professional life.
- Access an innovative learning experience based on a 3 stage educational process.
- Obtain a premium recognition as a Certified Strategy and Business Planning Professional by completing a unique international learning program.



## Certification:

Upon the successful completion of the program requirements , participants will be Certified Strategy and Business Planning Professional from The KPI Institute.

### ◇ Live-Online Certification Process:



### ◇ Registration:

#### Government establishments:

Institute of Public Administration will receive the nominated candidates for registration from authorized training specialist through the registration system (TMS) available on the website: ([www.ipa.gov.bh](http://www.ipa.gov.bh))

#### Private establishments and Individuals:

Institute of Public Administration will receive the nominated candidates for registration via the form provided on the Institute's website ([www.ipa.gov.bh](http://www.ipa.gov.bh))