



# Thinking and Planning Strategically

*Key to becoming a highly effective leader*

In this era of unprecedented environmental turbulence in Namibia and throughout Africa, it is becoming increasingly important for managers from both the public and private sectors to be able to think and plan strategically.

This unique programme has been specifically designed to meet the needs of middle to senior level managers who have input or direct responsibility for strategy creation and implementation within their organisation. Much of the materials used on the programme will be case based.

## Objectives

The main objectives of the workshop are:

- To help participants improve their ability to think and plan strategically
- To better enable participants to strategically transform their organisations
- To help participants understand how strategy happens in practice
- To better enable participants to strategically align their organisation to their corporate objectives
- To understand the strategy process

## Topics

Some of the topics include:

- The difference between strategic thinking and strategic planning
- Strategic transformation
- Stakeholder analysis
- Situation analysis
- Competitor analysis
- Strategic choices
- Strategic alignment and positioning
- The steps in building a strategy
- Strategy implementation and execution

## Presenter

Mark Peters (MBA) is a Strategy and Marketing Expert, Chartered Marketer and director of Thinking Cap Academy, where he assists companies meet their strategic and marketing objectives by facilitating strategic planning sessions. He has undertaken over 70 strategy facilitation consultancies with listed and unlisted companies, and NGO's in more than 12 countries over the past 25 years. Mark is currently Associate Faculty at Duke CE, UCT, Wits Enterprises, NUST (HP-GSB) and Kempton University in Germany.



**Date:** 31 May - 02 June 2017 (2.5 days)  
**Time:** 08:30 - 17:00  
**Fee:** N\$ 7,900.00 ! includes course material, a YUgand certificate)  
**Register by:** K YXbYgday, 1+May 2017

## Enquiries

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