

## Strategic Financial Planning

### **General Objectives:**

Strategic Planning is a useful tool for professionals who have a professional orientation in the management area, in a strategic aspect.

### **Audience:**

This course is aimed at all managers, active with professional experience, who need to obtain a consistent perspective of the main concepts covered by strategic planning.

### **Duration:**

40 Hours

### **Program Contents:**

#### **Module I - Strategic Planning**

- Central concepts;
- The strategic planning process;
- Origin and evolution of the strategy;
- Strategy concept;
- Definition and characteristics of strategic planning.

#### **Module II - Strategic Analysis**

- Strategic analysis;
- Surrounding environment;
- PEST-A analysis;
- SWOT analysis;
- Porter's diamond;
- Five competitive forces;
- Strategic capacity - resources and skills;
- Resources;
- Skills;
- Expectations and purposes.

#### **Module III- Strategy Selection and Selection**

- Basis of strategic choice;
- Corporate purposes and applications;
- Possession;
- Mission and strategic intention;
- Scope and diversity;
- Global dimension;
- Basis of SBU's strategy;

- Price-based strategy;
- Differentiation strategy;
- Targeting strategy;
- Reinforce SBU's strategy: corporate paternity;
- Portfolio management;
- Financial strategy;
- The role of corporate paternity;
- Strategic options: directions and development methods;
- Alternative directions for strategic development;
- Protection and construction of the current position;
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- Product development;
- Market development;
- Diversification;
- Alternative methods of strategic development;
- Interno Internal development;
- Mergers and acquisitions;
- Joint development and strategic alliances;
- Evaluation and strategic selection;
- Suitability;
- Acceptance;
- Reliability;
- Selection of strategies.

### **Module IV - Strategy Implementation and Control**

- Organization structure and design;
- Types of structures;
- The elements of organizational design;
- Centralization vs. Streaming;
- Organizational settings;
- Resource allocation and control;
- Configuration of resources;
- Preparation of resource plans;
- Allocation and control processes;
- Strategic change management;
- Understanding the types of strategic change;
- Strategic change management and strategic management.

### **Module V - Planning a Strategy - Case Study**