

PROFESSIONAL CERTIFICATION

PROFESSIONAL STRATEGIC PLANNER

Course Description:

- Understand and shape the company's strategy and mission
- Develop plans to materialize strategy and analyze business proposals
- Research competition to identify threats and opportunities
- Assess the company's operational and strategic performance
- Align processes, resources-planning and department goals with overall strategy
- Provide support and insight into significant organizational changes (e.g. shift in strategic focus, mergers and acquisitions)
- Educate senior executives in making effective decisions
- Construct forecasts and analytical models
- Monitor and analyze industry trends and market changes

The Training course objectives & Topics:

- This 60 hour course provides Trainees with the training, the materials and the support to prepare for the challenging PSP examination. Completion of this course qualifies as the formal education requirement to sit for the PSP examination.
- The training course will focus on strategic planning issues, techniques, methods, and practical applications for the working professional. The main topics are:
 - ✓ Determining mission, vision and core competencies
 - ✓ Identifying opportunities and threats with SWOT analysis
 - ✓ Assessing your internal strengths and weaknesses
 - ✓ Formulating an effective strategy for competitive advantage
 - ✓ Conducting a gap analysis between current and needed organization characteristics
 - ✓ Crafting an action plan to implement strategy
 - ✓ Designing dashboard metrics to monitor progress

Target Audience:

- This course is designed for experienced strategic planners who desire to increase their strategic planning skills and apply a standards-based approach to strategic planning.
- Individuals looking to become PSP certified.

Professional Strategic Planner(project)

- Every participant shall be asked to carry out an Project under supervision for 4 weeks.

Hint

Certification programme has a total 180 contact hours, divided into two parts:

- 30 hours direct training
- 150 hours for the certification project