


Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

# Course: Professional Diploma in Strategic Planning

| Code | City | hotel | Start | End | price | Language - Hours |
|---|---|---|---|---|---|---|
| DIP-729SA | Riyadh | Hotel Meeting Room | 2027-06-06 | 2027-06-17 | 21450 SR | En - 50 |

## Introduction

In an era of rapid change and increasing complexity, organizations must develop strategic agility, effective performance measurement systems, and robust risk management frameworks to achieve sustainable success. This Professional Diploma is designed to equip professionals with the essential skills to analyze, formulate, and implement strategies while integrating performance measurement and risk management principles.

Participants will gain a deep understanding of strategic analysis, performance indicators, governance, and risk management frameworks. They will also learn how to manage organizational change, enhance decision-making through data-driven insights, and develop comprehensive performance reports that align with strategic goals. By combining global best practices, case studies, and practical exercises, this diploma provides a holistic and actionable approach to modern strategic management.

**General Objective**

This diploma aims to provide participants with a comprehensive understanding of strategic planning, performance measurement, and risk management to enhance organizational effectiveness. It enables professionals to formulate and implement strategies, develop key performance indicators (KPIs), manage risks proactively, and ensure corporate governance best practices.

Participants will acquire the necessary strategic, analytical, and decision-making skills to drive organizational growth, optimize performance, and navigate uncertainties in an increasingly competitive landscape.

# Learning Objectives

By the end of this program, participants will be able to:

- Strategic Analysis and Strategy Formulation
- Performance Measurement and Management
- Strategic Risk Management
- Governance and Strategy Execution
- Managing Communication, Culture, and Strategic Change
- Preparing and Presenting Performance Reports

# How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

# Certificates

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

### Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
    - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of

Foreign Affairs - the scientific material for the diploma)

- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

# Professional Diploma Contents

### Strategic analysis and strategy formulation

- A world of complex and accelerating challenges
- Why do we need strategic planning?
- Basic concepts in strategic planning
- Stakeholder Analysis
- Value chain analysis
- Analysis of the external environment
- Quadrilateral (situational) analysis
- Strategic change agenda
- Porter`s Competitive Forces Analysis
- Porter`s Main Business Strategies
- Competitive Advantages
- Building a business model
- Types of strategies
- Blue ocean strategy
- Vision, Mission and Values
- Using the Balanced Cards to measure performance to formulate strategies

### The main indicators for measuring performance

- The basic components of performance measurement systems

- Strategic maps
- Using the systems analysis approach (logical model) to develop performance measurement indicators
- Cause and Effect Relationships
- Develop performance indicators by defining the characteristics of strategic objectives
- What is the difference between performance indicators and statistics?
- Performance Indicators Classifications
- The four comparisons of performance levels
- Comprehensive practical example: performance management in justice systems
- Performance Indicators Measurement Units
- Systems dynamics analysis for performance management
- Cumulative performance indicators
- Polarity of performance measurement indicators
- Periodicity of measuring indicators
- Choose reference values
- Determine baseline values
- Determine target levels for performance indicators
- Determine allow limits for targets
- Balance between performance indicators
- Standards for evaluating the quality of performance indicators
- Indicator sources
- Performance indicators description card
- Calculation of standard percentages of achievement
- Measuring compliance ratios
- Measuring completion ratios
- Measuring availability ratios
- Measuring exploitation ratios
- Measuring the performance of boards of directors
- Measuring leadership practices
- Measuring the media image
- Measuring employee engagement
- The measure of gross domestic product

- Indicators of the labor force and unemployment

## Strategic risk management

- The concept of risk management
- Strategic risks
- Risk management culture
- Peripheral vision
- Risk management model
- Coso II Risk Management Model
- RIMs Maturity Model for Risk Management
- The role of the board of directors and senior management in risk management
- The economics of risk management

## Governance and strategy management

- Obstacles to implementing strategies
- The science of implementing strategy
- An integrated framework for linking strategic planning
- The three roles of the Office of Strategy Management
- The role of senior management - a necessary and sufficient condition
- Alignment of the organization to strategy
- Lessening the strategy to different organizational levels
- The added value achieved by the head office of the organization
- Identify and share best practices
- Managing strategic initiatives

## Managing Communication, Culture and Strategic Change

- Change strategies and global models
- Strategic Change Management
- Managing organizational culture change
- Implementation of the change strategy and roadmap

## Preparing performance reports

- What are the objectives of issuing performance reports?
- What is the relationship of issuing performance reports to the strategic planning cycle?
- What do stakeholders expect from performance reports?
- Who is assigned the task of external audit on performance reports?
- What are the most important bases and rules for preparing performance reports?
- What are the components of performance reports?
- What should programs and initiatives evaluation reports include?
- What performance information should reports include?
- What channels should be used to publish performance reports?
- How does the citizen benefit from the information available in performance reports?
- What do the different target groups expect from performance reports?
- Use technical designs, tables and graphs to highlight the contents of the report.
- Qualitative characteristics of the performance report.
- Grammar advice when preparing performance reports.
- Standards of preparing performance reporting

**The Scandinavian Academy for Training Center** adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

**Program Timings:  9:00 AM to 2:00 PM**

**The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

# Our Success Partners

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