



Method's Strategic Planning Program

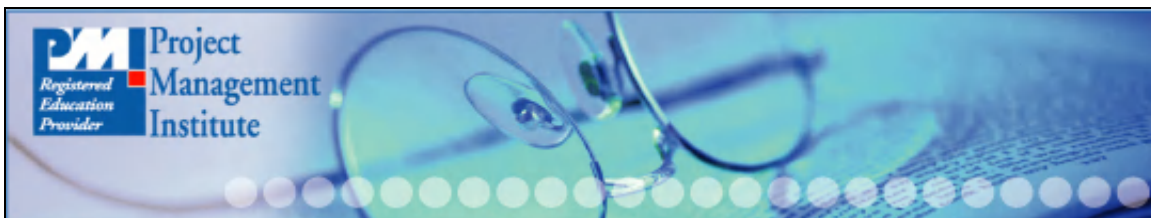
By:

Hamzeh Atieh, PMP



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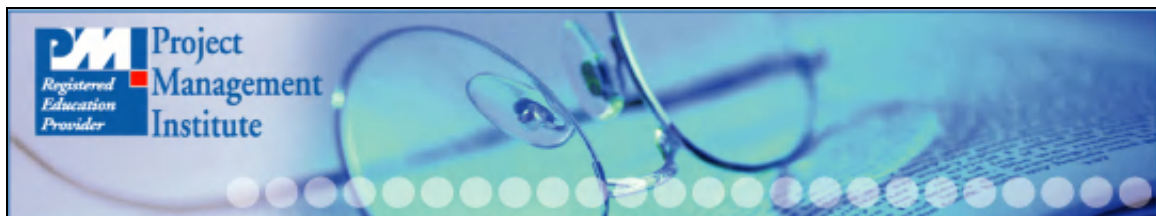
1 Program Value

Strategic planning determines where an organization is going over the next years or more and how it's going to get there. Typically, the process is organization-wide, or focused on a major function such as a division, department or other major function.

And in this course we will give a clear roadmap for conducting a strategic planning process and designing the high level strategies of the organization like the vision and the mission and putting the long term goals after analyzing the organization using:

- SWOT analysis
- Stakeholder analysis
- PEST analysis
- Surveys
- Benchmarking
- Porter's five forces analysis

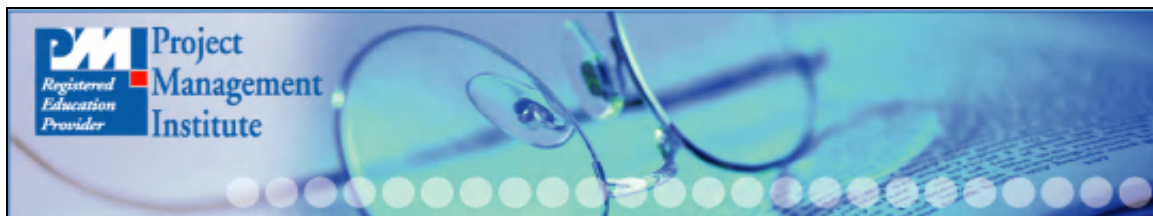
We will discuss the gap analysis techniques to decide the current situation **As Is** and the situation **To Be**, taking in consideration that the success of Method's unique training program is rooted in its effectively built structure that is based on Best-In-Class practices and standards of Strategic planning methodologies and tools which will make a big difference in the organization planning practice.





2 Target Audience

Managers and planning team members who are involved in the strategic planning process and individuals or business analysts who are interested in business planning and initiation methodologies and techniques and want to acquire the practical skills in preparing a strategic plan and its components.



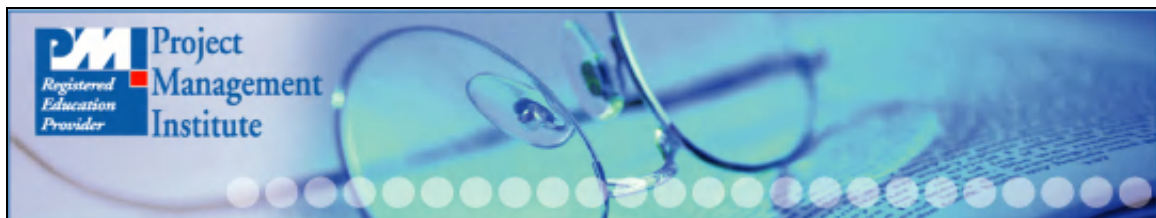
3 Program Description

3.1 Program Objectives

- This course provides a model for taking an organization through a strategic planning process.
- It covers planning to do strategic planning, and the background issues that need to inform or direct the strategic planning process, and defining the strategic framework for the project or organization activities. It is this strategic framework that gives the activities coherence and direction. We have included practical exercises to use during a strategic planning process.

3.2 Program Contents

- **Provide a common model which can be followed by the entire organization**
- **Clearly define the complete strategic planning process**
- **Explain how to create and execute a strategic plan**
- **Define Strategic Analysis tools:**
 - SWOT analysis
 - Stakeholder analysis
 - PEST analysis
 - Surveys
 - Benchmarking
 - Porter's five forces analysis
- **Setting Strategic Direction:**
 - Vision
 - Mission
 - Strategic goals
 - Objectives
- **Action Planning (annual plans, objectives, responsibilities and timelines.)**



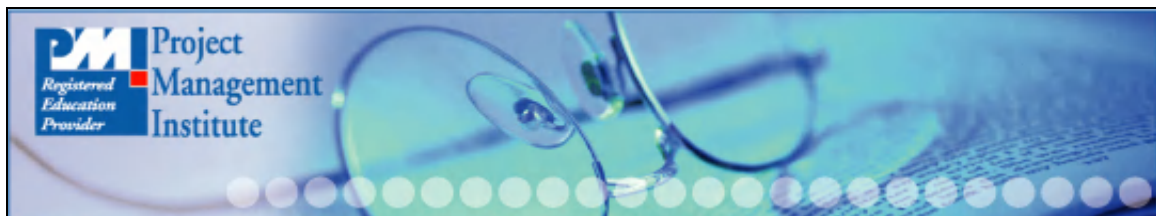
- **Evaluation and control methodologies:**
 - Balance Score Card
 - Strategic audit

3.3 Material Provided:

- Training manual:
 - Power point slides
 - Case Studies
 - Exercises and quizzes
- Course completion certificate by Method as a Registered Education Provider of the PMI.

3.4 The language of the training:

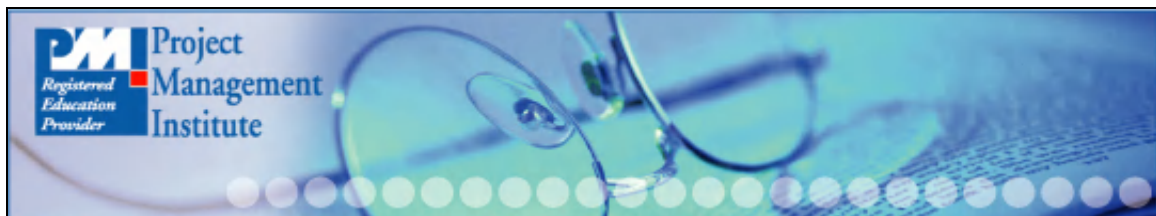
English.



4 Program Leader

Hamzeh Atieh, PMP

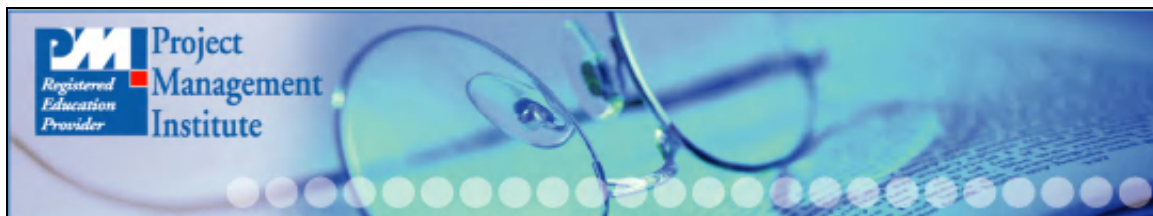
- **More than six years of intensive experience** in Training, Research and managing Projects in several international and Jordanian organizations such as Relief International, the strategic studies center and the Jordanian Ministry of Planning with an extensive experience in communication and soft skills.
- **Full in-depth experience in conducting and managing researches** in one of the most prestigious research centers in the Middle East (The Strategic Studies Center).
- **Expert in training programs and material development** like Time Management and Team Building with high and effective customization for the specific needs of trainees. He also has excellent experience in the psychological and managerial aspects of stress and change adoption subject.
- **A certified Project Management Professional (PMP)** from the Project Management Institute (PMI) has N.L.P Diploma also certified in Team Building and Development from Interserv (German Organization).





5 Why Method

- Proven **leadership & track record** with an impressive history of conducting successful PM training for thousands of professionals and helping hundreds get certified as PMPs.
- **First** Registered Education Provider of PMI in Jordan.
- Proven **track record in project management consulting** with great success for clients in Jordan including Jordan Telecom, Arab Bank, MOICT and others.
- **Focus.** Method is the only Middle East Company that is fully focused on Project Management.



6 Fees & Logistics

6.1 Dates & Times

Method Strategic Planning program usually starts on a Sunday (on the dates mentioned below). The program will run over five consecutive days, Sunday to Thursday, 3:00 to 7:00 PM, making a total of 5 sessions. Total program duration is 20 hours.

Upcoming Run: From Mar 28th to Apr 1st, 2010

6.2 Venue

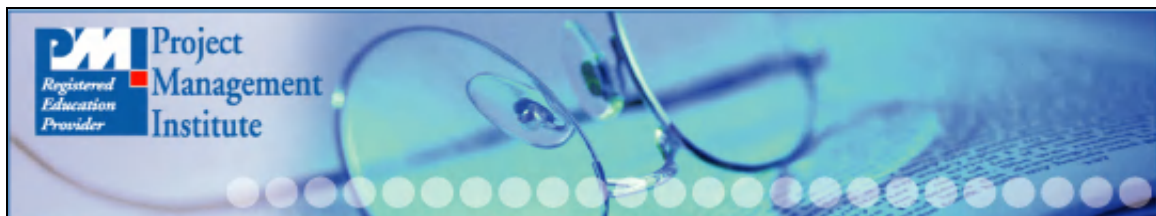
The training will be held at the brand new state of the art training facilities of **GURUS** Main, the professional service training firm at Abu Al Haj complex, 8th Floor. **GURUS** venues have an advantage over five stars hotel facilities in many ways. The most important is the fact that they are custom designed specifically for training purposes and for the comfort of training participants. Furthermore their design and setup promotes modern adult training themes such as active learning, group discussions, exercises, and interaction among participants and the facilitator. Also, **GURUS** provides a private setting for participants to interact and also network during breaks in comfortable and professional lounges, away from the hustle and bustle of a hotel venue.

6.3 Fees

Cost per participant is JD 495. Price includes training material and certificates by Method as a Registered Education Provider of the PMI.

6.4 Registration

Other details, terms and conditions can be found in the **Registration Form**.





7 Contact Info

Please call us for more details.

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