



COMPANY STRATEGIC PLANNING

Menjawab Masalah Apa

Masa depan suatu perusahaan ditentukan oleh kemampuan perusahaan menentukan arah dan sasaran jangka panjang yang diinginkan serta kemampuan melaksanakan kegiatan-kegiatan untuk mencapai sasaran jangka panjang tersebut. Program pengembangan eksekutif Perencanaan Strategik ditujukan untuk membantu pimpinan dan manajer melaksanakan hal tersebut di atas.

Manfaat Apa yang Anda Peroleh

Setelah selesai mengikuti program ini, peserta diharapkan mampu:

- Merumuskan visi dan misi organisasi
- Melakukan analisis faktor-faktor eksternal organisasi
- Melakukan analisis faktor-faktor internal organisasi
- Merumuskan sasaran jangka panjang
- Memahami bagaimana merumuskan strategi
- Memahami bagaimana merumuskan rencana tindakan strategik

Apa Saja yang Dibahas

- Proses perencanaan strategik
- Identifikasi dan analisis stakeholder
- Perumusan misi dan visi
- Analisis lingkungan eksternal (makro, industri)
- Analisis persaingan
- Analisis faktor-faktor internal organisasi
- Perumusan sasaran
- Perumusan strategi
- Rencana tindakan strategik

Siapa yang Perlu Ikut

- Pimpinan dan manajer perusahaan/organisasi
- Staf perencanaan perusahaan

Problems To Be Addressed

A company's prospects are highly depended on its ability to direct its future development in line with long-term objectives as well as its ability to take the necessary steps to ensure that these objectives are actualized. This Strategic Planning workshop is aimed at assisting leaders and managers to have these abilities.

Objectives

Having attended this program, the participants are expected to be able to:

- *Formulate organizational mission and vision*
- *Conduct organizational external analysis*
- *Perform organizational internal analysis*
- *Formulate long term objectives*
- *Understand some techniques to formulate strategies*
- *Understand some techniques to formulate strategic action plan*

Subjects Covered

- *Strategic planning process*
- *Identifying and analyzing the stakeholder*
- *Formulating the company's mission and vision*
- *External environment analysis (macro and industry)*
- *Analyzing competition*
- *Organizational internal analysis*
- *Formulating objectives*
- *Formulating strategy*
- *Strategic action plan*

Who Should Attend

- *Directors and Managers of companies/organizations*
- *Company planning staff*

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