



# Strategic Planning

25-27 March, 2018

## Learning Objectives

1. Identify the various steps in the strategic planning process
2. Initiate and manage a strategic planning process
3. Determine appropriate tools for strategic planning (SWOT & PESTEL)
4. Understand strategies for evaluation
5. Initiate community support and involvement in the process
6. Develop communication strategies to promote the strategic planning process
7. Identify partners to be involved in strategic planning process
8. Participate in the strategic planning process (if applicable)

## Agenda

- Icebreaker
- Welcome and Introductions
- Agenda Review
- What is Strategic Planning
- Types of Strategic Planning
- Planning to Plan
- Strategic Planning Process
- Strategic Planning Tools and Techniques
- Parking Lot
- Discussion/Evaluation



## Mr. Hamza Taqi, MCIM

- Qualifications:
  - Chartered Marketer
  - ATD Master Instructional Designer
  - ATD Master Trainer
  - Electrical Engineer
- He worked 13 years in banking, 7 years in telecom, and 9 years in consulting
- He has experience in the following fields:
  - Plastic Cards
  - Product Development
  - Retail and B2B
  - Organizational Development
- He has publications, studies, research in fields of:
  - Talent development
  - Training Evaluation

### Language:

The Program will be presented in English and Arabic, the material is English

### Target Audience:

All staff facing customers of the banks

### Methods:

Lectures, discussions, and cases studies

### Duration:

The Program will be conducted at the Institute of Banking Studies, for 3 days during March 25-27, 2018. Sessions will be held from 4.30pm – 9.00am

### Deadline:

Nomination Forms need to be sent to IBS by Monday March 12<sup>th</sup>, 2018





## PROGRAM NOMINATION FORM

TITLE OF PROGRAM : Strategic Planning

DURATION : 25-27 March 2018

TIME : 4:30-9:00 pm

LANGUAGE : English\ Arabic

**Important:** Kindly ensure to complete all the information requested, without any abbreviations. Please note that incomplete information may lead to rejection of nomination. All sections must be completed in full.

A. Please print your first, middle and last name, (both in Arabic and English without any abbreviations). Print name as it should appear on the certificate (Print in CAPITAL Letters)

	First	Middle	Last
English	_____	_____	_____
Arabic	_____	_____	_____
	اسم العائلة	اسم الاب	الاسم

## B. PERSONAL INFORMATION:

Sex	: Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
Nationality	: _____	Date of Birth:	_____	Home/Mobile Tel. No: _____
Civil ID	: _____	e-mail address:	_____	

C. This is my first attendance at the IBS   
(Complete ALL boxes)

This is an updating Record   
(Only complete the NEW data)

## D. JOB INFORMATION:

Current Job Title	: _____
Brief job description	: _____
Organization	: _____
Division/Branch	: _____ Tel no: _____ Ext. no: _____
Date of joining the organization	: _____

## E. HIGHEST EDUCATIONAL QUALIFICATION

University/School	Dates Attended	Major	Qualification

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

FOR IBS ONLY

Accepted Rejected 

Remarks : \_\_\_\_\_

Signature : \_\_\_\_\_

Date: \_\_\_\_\_