

## **Strategic Planning: A Practical Guide for Post-Pandemic Leaders**

Do you know the content requirement of strategic planning?  
Do you know that good strategic planning must be executable?  
What strategic tools do you use when composing strategic planning?

### **Introduction**

Strategic planning is the deliberate process of anticipating future challenges and opportunities, and aligning organisational priorities to respond effectively. For departments, divisions, and teams, it involves ensuring that daily functions are connected to a broader mission and vision. At its heart, strategy is not only about setting ambitious goals, but also about ensuring that those goals can be executed in real and measurable ways.

This programme is designed to guide leaders and officers through the essentials of strategic planning, from understanding the core values of an organisation to mapping out actionable frameworks. Participants will learn how to prepare their mindset, analyse challenges, engage stakeholders, and construct executable plans that are relevant to today's complex and uncertain environment, especially in the aftermath of the pandemic.

### **Program Objectives**

This program aims to:

- Develop the capacity of leaders to think strategically in planning for their organisations.
- Equip participants with the tools to align organisational functions with long-term goals.
- Provide practical techniques for constructing executable plans that can be monitored, evaluated, and adapted to meet evolving conditions.
- Strengthen leaders' ability to respond to post-pandemic challenges with resilience and foresight.

### **Learning Outcome**

After completing this program, the participants should be able to:

- Cultivate the mindset required to design and implement strategic plans.
- Critically evaluate and revise existing organisational strategic plans.
- Construct executable plans that enhance organisational productivity and resilience.
- Apply strategic frameworks, stakeholder analysis, and performance measurement tools to ensure successful outcomes.

### **Who Should Attend?**

Strategic planning executives and officers, senior officers, managers, directors, or anyone has the interest to involve in the strategic planning of the organisation.

## Methodology

Interactive lecture, videos, presentation, discussion, case study, case simulation, Socratic questioning, flipped classroom, brain-storming, worksheet, problem solving, inductive method, team exercise, peer to peer, action learning, coaching and mentoring

## Program Outline

Day One	
Time	Program
9:00am - 10:30am	<b>Revisiting Strategic Planning</b>  The programme begins with a comprehensive overview of the purpose of strategic planning. Participants will revisit the principles that underpin an effective plan, focusing on the “do’s and don’ts” of the process. The session will also explore the elements that make a plan impactful, including clarity of purpose, feasibility of execution, and alignment with organisational direction. By the end, participants will recognise the importance of designing a plan that is both visionary and grounded in reality.
10:30am- 11:00am	Tea Break
10:30pm - 1:00pm	<b>Crafting the Background of the Organisation</b>  This session takes participants through the process of building a strong foundation for their plan. Using chronological methods, participants will examine the history, achievements, and current positioning of their organisation. They will then reflect on the relevance of their organisation’s functions in today’s business environment. This reflective process helps to establish the rationale for the organisation’s existence and ensures that strategic planning is rooted in both tradition and adaptability.
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	<b>The Heart of the Organisation</b>  Here, participants will review the organisation’s vision, mission, objectives, values, and brand identity. They will learn to map these elements against organisational functions to ensure consistency and coherence. The session emphasises the importance of making these elements measurable, as measurable outcomes allow for better management and accountability. Re-branding considerations will also be discussed where appropriate, ensuring that organisational identity resonates with current realities and future aspirations.
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	<b>Stakeholders’ Interest and the Challenges</b>

	<p>In this module, participants will identify and analyse the interests of key stakeholders, both internal and external. They will learn methods for engaging with stakeholders effectively and balancing competing interests. Building on the “heart of the organisation,” participants will also begin identifying the main challenges faced by their organisations. The module concludes by teaching prioritisation methods, ensuring that challenges are addressed according to the strategic plan’s timeline.</p>
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<b>Day Two</b>	
<b>Time</b>	<b>Program</b>
9:00am - 10:30am	<p><b>Building the Strategic Framework</b></p> <p>Day Two begins with the conversion of organisational analysis into a structured strategic framework. Participants will learn how to map the vision, mission, functions, and challenges into a coherent framework that guides the entire planning process. Emphasis is placed on developing measurable and manageable elements within the framework, ensuring that the plan can be realistically executed and monitored.</p>
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	<p><b>Developing Core Strategies and Action Plans</b></p> <p>This session moves from framework to application. Participants will identify core strategies necessary for achieving the organisation’s goals, and from these, develop specific action plans. The module introduces practical tools such as cost–benefit analysis (CBA) and return on investment (ROI) calculations, enabling leaders to evaluate the feasibility and impact of their proposed initiatives. By the end of this module, participants will be able to design strategies that are evidence-based and financially sound.</p>
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	<p><b>Setting Key Performance Indicators (KPIs)</b></p> <p>Participants will now learn how to translate action plans into measurable targets. This session focuses on establishing timelines and setting KPIs that are realistic yet ambitious. Participants will also revisit their strategies and action plans to ensure they remain workable. By grounding strategies in measurable outcomes, leaders will be able to track progress, demonstrate accountability, and adjust plans when necessary.</p>
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	<b>The Way Forward</b>

	<p>The programme concludes with a forward-looking session that consolidates all the learning into actionable insights. Participants will learn to identify critical success factors for their strategic plans and outline the next steps for implementation. This session also encourages participants to reflect on the leadership qualities required to drive strategies forward in a rapidly changing environment. By the end, participants will leave with a roadmap that is both practical and adaptable to future uncertainties.</p>
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