

Application Form

(Please complete all sections in block capitals and return with deposit €200)

Block Capitals

Name _____

Address: _____

Tel. No. _____

Mobile No. _____

E-mail: _____

Signed : _____

Date : _____

Please forward completed enquiry form together with deposit to:-

**Neil Dawn Associates,
Belleek Avenue,
Ballina,
County Mayo**

Contact Details

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Or
Anne Bain 086-3999710

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Neil Dawn Associates
is a
FETAC & City and Guilds
Registered Centre



Neil Dawn Associates
Belleek Avenue
Ballina
Co Mayo
Ireland



Neil Dawn Associates



Developing Strategy and Business Planning Skills

*The Difference Between
Doing Things Better and
Doing Better Things*

Course Details

The following 5 day programme is intended for senior managers or for those responsible for developing strategy within organisations. Participants will examine the role of strategy in today's business environment and gain an understanding of strategy development and business planning processes. These will enable participants to make informed choices within their organisations in order to seize the opportunities within the market place and minimise threats from competitors.

Aim of Programme

Is to enable participants to effectively link the strategic direction of the organisation into operational plans and activities and consequently improve the organisation's capability in developing and executing strategy.

Learning Outcomes

On completion of this programme participants will be able to:-

1. Explore new theories in relation to the Strategy and Planning in the context of radical change.
2. Critically explore strategy and business planning in today's chaotic environment and identify methods of "Building Organisational Capability".
3. Develop Leadership Skills & Practices in the area of strategic development and foresight technology
4. Develop appropriate Business Planning processes

Programme Content

The programme has been split into five key modules of learning:-

Module One – Understanding Strategic Capability

- o Analysing the environment and gain an understanding of the influences involved

Module Two – Stakeholder Expectations and Organisational Purposes

- o Developing the bases for strategic options and decisions

Module Three – Strategic Choice

- o The impact of business ethics and the development options for strategic choice

Module Four – Strategy Implementation

- o Delivering on your promises

Module Five – Business Planning and Plans

- o Linking the strategic direction of the organisation into operational plans and activities

In order to make the programme real, participants will be reviewing and developing strategic direction and choices in line with their own organisations vision of the future. In this way it is anticipated the participant's organisation will benefit along with the individual.

This programme is suitable for participants from public and private organisations

This "learning" programme uses techniques that increase individual's ability to learn and desire to implement new learning. Each session will be highly participative, with practical exercises, role-play and plenary discussion.

Programme Schedule

The five modules will be delivered one day per week commencing Friday 26th September, 3rd, 10th & 31st October, 7th November .

Desired Admission Requirements

- Currently in a senior position within an organisation
- In a management position and aspiring to develop further
- Has responsibility for developing direction and strategy

Course Fees : €1,500.00

Academy of Learning and Development

The Academy Centre which is located in the Ridgepool Village, Ballina has excellent facilities and boasts a team of facilitators who have worked with public and private organisations at Board and Senior Management levels in strategising and business planning. The centre boasts state of the art presentation equipment and has a comfortable learning environment. It also has its own canteen facilities and has access to easy parking.

"Organisations have got to be different, not just better"

Corporate Delivery

This programme is suitable for staff development within organisations and can be offered exclusively as an in house development programme.