

Strategic Planning & KPIs

From strategy formulation to KPIs that are genuinely measured and managed in a real review meeting.

Level	Practitioner
Duration	3 days · 18 training hours
Fee	699 AED
Group size	6 - 20 participants
Delivery	In-house · Public run · Live virtual
Runs each year	12 April and 8 November

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Run a structured environmental analysis with SWOT and PESTEL
- Formulate measurable strategic objectives
- Build a balanced scorecard with KPIs that cascade between levels
- Design a review cycle that produces decisions, not reports

Who it is for

Executive leadership, planning managers, corporate performance coordinators and department heads.

Prerequisites: None.

Programme outline

Day 1 — Analysis and direction

- Introduction to strategic management
- Environmental analysis tools and reading their output
- Drafting vision, mission and values
- A group environmental analysis exercise

Day 2 — From objectives to indicators

- Building strategic objectives and initiatives
- KPI types and what makes a good indicator
- The balanced scorecard and its four perspectives
- Exercise: turning one objective into two targeted KPIs

Day 3 — Measurement and governance

- Dashboard design and data sources
- The review cycle: who meets, when, and on what agenda
- Handling performance deviation
- Dashboard-building workshop

Competencies developed

- Strategic thinking
- Data analysis
- Indicator design
- Performance management

What participants take away

- A strategic plan template
- A KPI definition card
- A balanced scorecard template
- A company-issued certificate of attendance

How it is assessed

An individual deliverable: a mini balanced scorecard for the participant's department with six fully defined KPIs.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme



To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

+971 6 558 7807

info@innovationexcellence.ae

+971 55 139 9356

www.innovationexcellence.ae

Office 37, One Center, Al Buttina Sharq St., Sharjah, United Arab Emirates

