



## How-To Align Your Organization to Your Strategy

<b>Training Course</b>	Most organizations contain multiple business and support units, each led by highly trained, experienced executives and staffed by talented employees. However, research tells us that 80% of the organizations consider alignment as one of the most challenging parts of managing strategy. Too often, different business units and support units fail to coordinate: they have conflicting goals and do not benefit from cross-organization synergies. This results in performance-sapping activities that do not support the strategy, lost opportunities for growth, and wasted resources.
<b>Course Language</b>	<b>Bilingual: English material with Arabic as secondary language for instruction</b>
<b>Course Duration</b>	<b>Total Number of hours:</b> <b>Dates: Feb 19 – Feb 20 , 2018</b> <b>Days: 2</b> <b>Time: 8:00 AM – 5:00 PM</b>
<b>Course Objectives</b>	By aligning its key players, the organization will unlock unrealized value through organizational synergies, and channel this value into stellar performance.
<b>Course Content</b>	<b>At this course, participants will learn how to execute an alignment process across several dimensions:</b> <ul style="list-style-type: none"><li>• Alignment of the business units</li><li>• Alignment of the support units, such as marketing, HR, IT</li><li>• Alignment of the board of directors</li><li>• Alignment of the individual through the development of personal scorecards</li><li>• Alignment beyond the organization: aligning key suppliers and stakeholders</li></ul> <b>The course combines theory and practical examples, to enhance the learning experience and to ensure that participants will be able to:</b> <ul style="list-style-type: none"><li>• Define the Alignment process in their organizations</li><li>• Develop personal scorecards</li><li>• Assess any alignment issues and implement best practices</li><li>• Link performance management to strategy</li><li>• Improve synergies with key suppliers and shareholders by implementing an alignment process for mutual benefits</li></ul>
<b>Learning Outcomes</b>	The course combines theory and practical examples, to enhance the learning experience and to ensure that participants will be able to: define the Alignment process in their organizations develop personal scorecards assess any alignment issues and implement best practices link performance management to strategy improve synergies with key suppliers and shareholders by implementing an alignment process for mutual benefits.



<b>Target Audience</b>	<p>Business managers and decision makers responsible for driving results by selecting targets, monitoring results, and executing strategic objectives and initiatives:</p> <p>BSC practitioners and implementation teams across variety of industries attend from multinational corporations, mid-size businesses, associations, not-for-profits, and government departments. As team involvement is critical to the success of any BSC initiative, we recommend all team members attend and we offer flexible team pricing to facilitate team attendance.</p>
<b>Course Material /Technology used/ Details Relevant to the course.</b>	<p>The course material is printed in A4 format in full color and distributed to each participant, while the trainer explain the methodology from PowerPoint presentation.</p> <p>Throughout the course, participants will take part in:</p> <ul style="list-style-type: none"><li>- Group or individual application and exercises on a given case to ensure methodology is strengthened and learning is validated</li><li>- Group discussions to exchange experiences and best practices</li><li>- One-on-one session with the trainer to discuss difficulties and provide guidance in real implementations in the participants' organizations</li></ul>
<b>Course Fees</b>	<p>6,000 QAR</p> <ul style="list-style-type: none"><li>• 15% discount for participants that register online through our website</li><li>• 10% discount for QU faculty , staff and students</li><li>• 15% for groups of 3 or more.</li></ul> <p><b>This course is offered in collaboration with PALLADIUM Q LIMITED LLC</b></p> 