



Strategic Planning

A practical course for analyzing the organisational situation and operating context to inform strategic planning and project identification process.

01 to 05 Nov 2010

AIM: To provide participants with effective tools to analyze organizational situations and external factors and consequently inform the strategic planning and project identification process.

OBJECTIVES:

By the end of the course, participants will be able to:

- ✓ Apply the steps of situation and environment analysis
- ✓ Develop aim and strategies based on the results of the situation analysis
- ✓ Translate a strategy into project(s) through a process of problem analysis
- ✓ Organize a strategic planning process

TOPICS:

- Hierarchy of objectives
- SWOT analysis
- Vision, Mission and Values
- Critical Issues, Developing Aims and Strategies
- Strategic plan and annual planning
- Organizing a strategic planning process

TARGET GROUP:

- ✓ For mid- to senior level Managers in CNGOs and INGOs with responsibility to work on strategic issues.

METHOD:

Experiential learning, action-oriented learning, creativity and participatory approaches will be emphasized throughout the course to help and encourage active participation, share practical experiences and practice real issues within the organisations in a fun way.

COURSE FEE: \$220 per participant

Cost includes training materials, refreshments and daily lunch. Full payment is required at the time of enrolment.

LOCATION: VBNK Training Room

LANGUAGE: Khmer

REGISTRATION CLOSING DATE:

27 October 2010

WOMEN ARE ESPECIALLY ENCOURAGED TO PARTICIPATE



Please contact us for further information

Address: #28, Street 80 (Corner 75), Sangkat Sras Chak, Khan Daun Penh, Phnom Penh.
Telephone: (855) 23 722 115/ 116, Fax: (855) 23 722 117,
Email: registration@vbnk.org, Website: www.vbnk.org