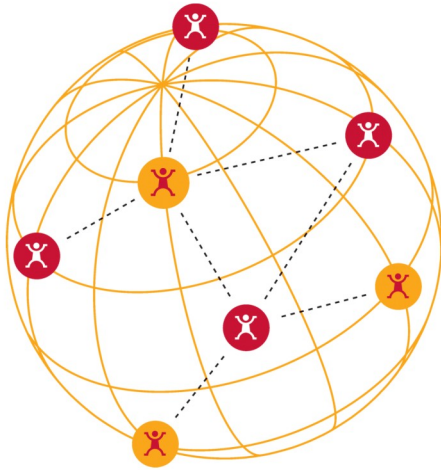


## TRAINING PROGRAM OUTLINE



### MGT-101E STRATEGIC PLANNING IN TELECOMMUNICATIONS

#### DESCRIPTION

A 5-day Training Program to provide participants with the basics of the strategic planning process and the knowledge to develop sound strategic plans.

#### OBJECTIVES

- Convey to participants the importance and benefits of strategic planning
- Present the fundamentals and basic concepts of the strategic planning process
- Equip participants with appropriate guidelines and methods to develop customer-driven strategic plans

#### TOPICS

- The importance of strategic planning



- Fundamental concepts
- Strategic planning process
  - Corporate vision and mission
  - Company objectives
  - Business portfolio evaluation
    - Strategic business units
    - Product–Market Expansion Grid
    - Boston Consulting Group (BCG) Growth Share Matrix
    - McKinsey–GE stoplight matrix
    - Product–market evolution matrix
  - Environment assessment and situation analysis
    - External environment
    - Internal environment
    - SWOT analysis
  - Strategy formulation
    - Value disciplines
    - Business units strategies and plans
      - Implementation
      - Monitoring and control
- Development of the strategic plan
  - Responsibilities
  - Cycles
  - Content

## TARGET AUDIENCE

- Telecommunications managers and personnel responsible for company or business unit management, strategic planning or marketing
- Managers looking to complement their skill–set by gaining a good understanding of the strategic planning process



## METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

## LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at [training@neotelis.com](mailto:training@neotelis.com).

## EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

