



# Strategic thinking

**Drive your strategic agenda with the right tools in today's competitive business environment**



Leadership and business skills

**29-30 September 2019  
11-12 December 2019**

**Dubai, UAE**

**KPMG Business Academy**





## Leadership and business skills

### Key learning benefits:



Learn how to think strategically and create a strategic vision and clear strategy for your business, team or project



Understand how to analyse your current strategic position and how to apply different strategic thinking tools to achieve your vision and objectives



Gain greater confidence in your ability to drive and/or contribute to the strategic agenda, as well as in presenting a business case style and structure



### Course overview

This two-day course is designed to help leaders and managers think strategically, develop strategic insight, create strategic vision and define business strategies.

It is structured as a highly practical workshop, with several short case studies illustrating some of the ideas and concepts.

It encourages participants to discuss their own business area and the very real challenges they face and equips them with much greater understanding of the process and a range of tools and techniques they can apply at work.



### Meet your course leader



**Hanane Benkhallouk**

Hanane is a multi-industry consultant with a broad scope of expertise and over 18+ years of professional experience in senior managerial positions in Fortune 500 companies, government and non-profit organizations, across various industries (financial services, real estate investments, retail and franchise development) in Europe, the USA and the MENA region. She has been in Dubai since 2005, and comes from New York city. She has an MBA with distinction.

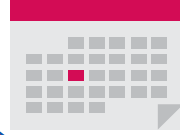


### Who should attend

Aspiring leaders, executives and managers who have a key role in developing a business strategy; professionals in support functions who need to work alongside the business and add value; junior and mid-level managers and technical experts who are expected to support or contribute to the strategy development of their organization.

Hanane has designed and facilitated a number of learning sessions in leadership development, customer excellence, relationship management, sales, strategic management, innovation and entrepreneurship, to name a few. She trained individuals ranging from university graduates, front liners, bank branch managers, first line managers, middle management, and c-level executives. She combines personal development with skill building, utilizing her business acumen and market knowledge as well as coaching skills to create practical and personalized learning solutions.

In 2015, Hanane was recognized by the Emirates Foundation in Abu Dhabi as a senior mentor to Emirati Youth, and in March 2016, she received the "Saphira" award by the Moroccan government as leader in her field, and for her dedication to talent development and gender balance. She was acknowledged by Sheikh Abdulaziz bin Humaid of Ajman for her contribution to the Pan GCC Abdulaziz leadership program in March 2017, and in 2018, Hanane was awarded Woman Leader in Knowledge Management by the Middle East Excellence Institute at the Global Women Leadership Conference in Dubai.



### Course introduction

Strategic thinking is essential for individuals and organizations. It helps you to think on a broader scale, long and short term. A strategic mind-set also encourages you to determine the best use of the resources at your disposal and how to align them with your action plan, leading to competitive advantage. Strategic thinking helps you and your business achieve its goals more rapidly. Success comes as a result of thinking about how you can proactively accomplish your objectives instead of just reacting to business conditions. Strategic thinking helps you become a better decision-maker.

#### Day one

##### The attributes of a strategic thinker

- Challenging conventional thinking
- The importance of big picture thinking
- What are the biases affecting your perceptions and the way you think
- What's your vision? Seeing possibilities beyond the present
- Reading the environment of today and anticipating the environment of tomorrow
- Building adaptability and flexibility into your decisions
- The differences between strategic, creative, and critical thinking — and why all three are important

#### Day two

##### Strategic thinking tools:

- Gaining a working understanding of strategy and tactics/operations
- How to think more strategically, while acting tactically
- Choices must be made: establishing priorities and focusing on goals
- SWOT analysis: An all time efficient tool
- Questioning strategies: the best answers come from effective questions
- Aligning risk-taking with vision, mission and values
- Articulating your strategies: communicating to achieve buy-in
- Case studies and practice in a business context

# Strategic thinking

**29-30 September 2019**  
**11-12 December 2019**

**8:30am-4:00pm**  
**Dubai, UAE**

Early bird (before 29 August 2019)*	Participant fee*
US\$1,695	US\$1,895

*\* Please note that the fee quoted is exclusive of VAT and the fees for the course shall be increased by the quantum of VAT, as applicable under the law.*

All registrations are subject to our terms and conditions which are available at <http://kpmgbusinessacademy.kpmguae.com/TermsandConditions.aspx>. By submitting your registration you agree to be bound by the terms and conditions in full.



## Three ways to register:



| [Register](#)



| [ae-fmkpmgacademy@kpmg.com](mailto:ae-fmkpmgacademy@kpmg.com)



| +971 4 356 9616

## Certificate

Participants who attend all sessions will be awarded a KPMG certificate of attendance.

## Payment

To reserve a seat at our courses, please complete a registration form and pay the full fees before the due date. All registrations are subject to acceptance by KPMG and will be confirmed with you in writing.

## Cancellation

If, having registered and paid for a place, you are unable to attend the course, a substitute delegate is welcome to attend in your place. Fees canceled seven days or less before the course begins are payable in full.

KPMG reserves the right to cancel this course, change its date or alter the venue, speakers or topics.

## Customized training solutions

To create a more tailored learning experience, you may want to run this course in-house. Please contact Saravanan Selvan to discuss further:

**Saravanan Selvan**  
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