



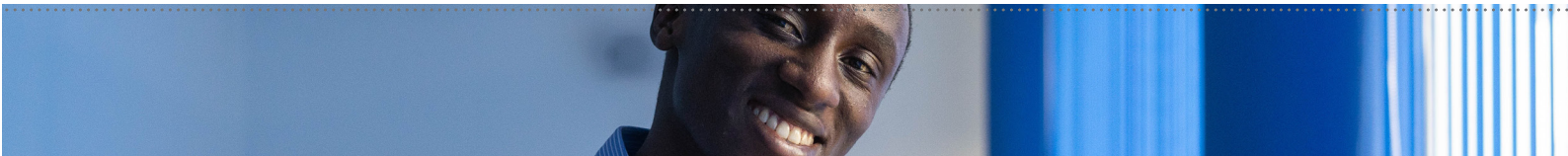
**Kenya School of Revenue  
Administration**

# CORPORATE PLANNING & STRATEGY DEVELOPMENT PROGRAMME

@Kesra



# CORPORATE PLANNING & STRATEGY DEVELOPMENT PROGRAMME



## Program Background

In today's uncertain world, strategies must be agile. Those organizations who do not afford equal attention to strategic agility and innovation, risk stagnating, losing their value and competitive edge. Innovations are adopted by public organizations to improve the services delivered to users and citizens, with the broad aim of improving quality of life and building better and stronger communities. Knowledge on the processes of innovation adoption and the characteristics of innovative organizations is rapidly developing in public services. The unique interdependency between strategies, innovation, policy & planning creates unmatched organizational value that help drive productivity and outstanding performance for effective service delivery.

Kenya School of Revenue Administration (KESRA) offers International program in Corporate Strategy planning, Innovation, Data Governance & Policy. This highly interactive programme is designed to equip experienced professionals with the practical tools to effectively formulate and execute transformative strategies that drive growth, maximize organization value and make a dynamic impact in our rapidly changing global business environment. The program provides participants with enhanced knowledge on how to develop and deliver innovative corporate strategies aimed at improving organizational agility to sustain outstanding performance with acceptable global governance practices. The course critically evaluates and describe transformational leadership models, frameworks, Data management and governance policies and their contributions to leadership practice and effectiveness in the context of organization corporate strategy. In addition, the course not only explore different Policy-making ideologies and contexts but also addresses the interdependence relationship between corporate planning and organizational performance.

## The objective of the program is to:

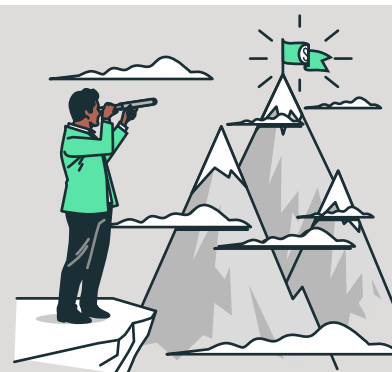
At the end of this training course, participants will walk away with:

- Identify and understand appropriate corporate strategies based on value innovation for organizational performance
- Learn the integral approaches to leadership and contemporary global trends and practices towards transformational leadership for organizational sustainability
- Learn, discover and develop agile and innovative strategies to drive innovation within organizations
- Gain and acquire relevant experience in multiple domains across plan and policy-making and clear understanding on critical aspects of organizational policy development and analysis
- Appreciate the role of corporate planning in organizational performance

## Focus Areas:

At the end of this training course, participants will walk away with:

- Corporate Strategy Development
- Transformational Vision and Mission Planning
- Stakeholder Engagement & Communication
- Setting Goals & Objectives
- Action plans and resourcing
- Plan Implementation, Monitoring & Evaluation.



# CORPORATE PLANNING & STRATEGY DEVELOPMENT PROGRAMME



## Course Focus Areas:

By the end of this course, we expect you to be able to:

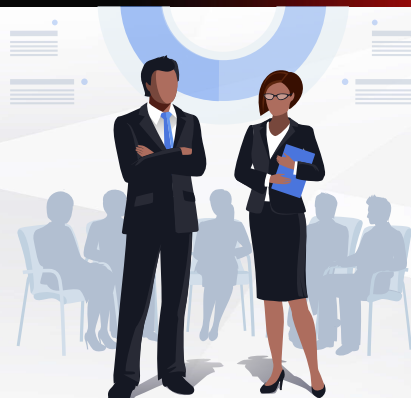
- Leverage the value of strategy and strategic planning
- Design a strategic planning process for your organization
- Analyse options and make robust choices in setting goals and objectives
- Take full advantage of the opportunities of globalization
- Lead effective strategic change within your part of your organization

## Target Audience:

Board members & C-level executives who are board-facing (e.g., CEO, CFO, CHRO, CSO), Directors, Heads of Government Units and Parastatals, Financial controllers & Heads of Departments, Heads of Divisions, HR Leaders & Strategy & Planning Section Teams.

## Course Structure

<b>Duration:</b>	5 Days
<b>Dates:</b>	17th -21st Feb 2025
<b>Venue:</b>	KESRA Mombasa
<b>Cost:</b>	Kshs. 80,000 (The fees excludes taxes, accommodation & travel costs)



# CORPORATE PLANNING & STRATEGY DEVELOPMENT PROGRAMME

Learning Areas		Description	
<b>Modules</b>	<b>12</b>	<b>Strategic Thinking and External Analysis</b>	<ul style="list-style-type: none"> <li>• The concept of strategy.</li> <li>• Strategic planning</li> <li>• Rationale of strategy and strategic planning</li> <li>• Frameworks for strategic analysis</li> <li>• Private and public sector strategies: A comparative analysis</li> <li>• External Environment Analysis an Business Attractiveness</li> </ul>
	<b>3</b>	<b>Internal Analysis and Fusion into Strategic Choice</b>	<ul style="list-style-type: none"> <li>• Internal environment analysis.</li> <li>• The interface and balance of external and internal analysis</li> <li>• The balanced scorecard and its applicability in performance measurement</li> <li>• Diagnosing and analysing strategic problems and opportunities</li> <li>• <i>SWOT Analysis and the Strategy Matrix</i></li> </ul>
	<b>4</b>	<b>Strategic Plans</b>	<ul style="list-style-type: none"> <li>• Vision, Mission&amp; Values</li> <li>• The content of a strategy: Avoiding “Paralysis by Analysis”</li> <li>• Putting a strategic plan together</li> <li>• Management of alliances and joint ventures.</li> </ul>
	<b>5</b>	<b>Global Strategy, Team Building and the Management of Internal Communication</b>	<ul style="list-style-type: none"> <li>• Team dynamics.</li> <li>• Building and managing a strategic planning team</li> <li>• Communicating strategy through the organisation.</li> <li>• Managing Change: Gaining your team’s commitment and buy-in to the strategy</li> <li>• Alignment of strategy, culture, structure and people</li> <li>• Effective execution - Converting Strategic Analysis and Planning into Action.</li> </ul>
	<b>6</b>	<b>Strategic Implementation and Getting the Value out of Strategy</b>	<ul style="list-style-type: none"> <li>• Aligning and linking strategy with operational objectives</li> <li>• Strategy Implementation – <i>Getting Practical Things Done</i></li> <li>• Strategic planning at a personal level (cascading).</li> <li>• Overview: The complete strategy process.</li> <li>• Corporate and Individual Value Of Strategic Planning</li> </ul>

## Contact us

Learn, Grow and Excel in your career with experts

Kenya School of Revenue Administration,  
Times Tower - 8th Floor,  
P.O.Box 48240 – 00100,  
Nairobi.  
Tel : 0709 017179  
E: kesratraining@kra.go.ke

KESRA Centre,  
Westlands, off Waiyaki Way,  
P.O.Box 30332 – 00100,  
Nairobi.  
Tel : 0709 752 727 / 0715 877 539  
E: kesratraining@kra.go.ke

KESRA,  
Nyali Road Mombasa,  
P.O.Box 95707 – 00100,  
Mombasa.  
Tel : 0736 424 200  
E: kesratraining@kra.go.ke