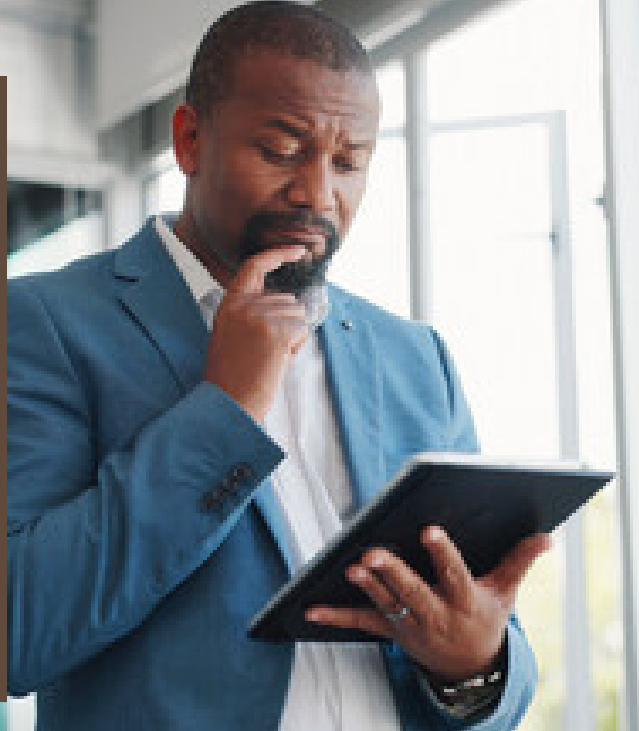


Training Opportunity: **Introduction to Strategic Business Planning**



Workshop Description

Are you a manager, business owner, or organizational leader looking to sharpen your strategic planning skills? This workshop introduces the essentials of strategic planning—helping you define direction, set priorities, and align resources for long-term success. Participants will learn practical tools to analyze their environment, set objectives, and develop actionable plans that drive results.

Key Topics

- Setting Strategic Goals and Objectives
- Analyzing Internal and External Business Environments
- Formulating and Selecting Effective Strategies
- Overcoming Barriers to Strategy Implementation
- Monitoring Performance and Using Feedback
- Applying the Balanced Scorecard for Business Success

Benefits to Attending

- Apply strategic business planning principles in real-world settings
- Set clear, measurable goals and objectives for your organization
- Analyze internal and external factors to make informed decisions
- Formulate and implement effective strategies aligned with business goals
- Monitor performance, take corrective action, and use feedback for continuous improvement

Who Should Attend?

Business Owners, Managers, Team Leaders, Entrepreneurs, Non-Profit Directors, Government Officials, Anyone involved in organizational development or planning.

Workshop Details

REGISTRATION LINK:

<https://forms.gle/s33r4vELgWDPM7546>

DATE

October 21 & 23, 2025

TIME:

5:30 PM – 7:30 PM

LOCATION:

Inland Revenue Department Conference Room.

REGISTRATION FEE:

\$300

Facilitator

Mr. Garfield Joseph, MBA (ABIA Executive Director)
Part Time lecturer (UWIFIC)– Business Strategy & Policy

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