



The CPD Standards Office
CPD PROVIDER: 22859
2025-2027
www.cpdstandards.com



STRATEGIC PLANNING PROFESSIONAL

Website: <https://neoand.com>
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NEO&



About Us

As a trusted partner in performance enablement, we empower organizations and professionals to achieve extraordinary results through innovation, collaboration, and human-centered design.

Our proprietary **ENABLES Framework** is the blueprint for success. Through its seven phases we craft tailored performance systems that align strategy, engage people, and drive lasting impact.

The **Performance Enablement System (PES)** is at the heart of what we do. With its five components it delivers performance into every corner of your organization, from vision to results.

We also empower professionals with **CPD-Accredited** certification programs, accredited by the CPD Standards Office UK for global credibility.

Join us to unleash your organization's potential, backed by our expertise, accredited programs, and a passion for excellence.





Our Identity

Vision

To pioneer a future where organizations achieve extraordinary results through human-centered performance enablement and seamlessly integrating strategy and execution with innovation and collaboration.

Mission

We are a trusted partner in performance enablement, empowering organizations and professionals to achieve extraordinary results by delivering tailored performance enablement solutions and CPD-accredited certification programs that align strategy, engage people, and drive sustainable results.

Values

- Excellence
- Innovation
- Collaboration
- Human Centered
- Integrity





Our Expertise

Team Experience

+11 Years of Experience

Client Impact

+7 Consulting Delivered

+50 Organizations Reached

+250 Trainings Delivered

+4,700 Training Hours

+4,600 Professionals Trained

Global Reach

7 Countries Reached: Kingdom of Saudi Arabia, United Arab Emirates, Qatar, Jordan, Egypt, Malaysia, Indonesia





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CPD Accredited Programs

NEO&'s **Accredited** certification programs from **CPD Standards Office UK** empower professionals to lead performance enablement, delivering globally recognized, practical skills aligned with the ENABLES Framework and PES. Designed to complement our consulting services, these programs: Strategic Planning, Balanced Scorecard and KPIs, Performance Analysis, Employee Experience, and Human-Centered Design and Innovation, equip leaders to drive strategic alignment, optimize metrics, and foster engagement, transforming organizations of all sizes with sustainable impact.





Strategic Planning Professional



Training Overview

The **Strategic Planning Professional** is a practical, high-impact training program designed to equip participants with the tools and frameworks needed to drive organizational success through effective strategic management. The course covers the full cycle of strategic planning: starting with defining strategy and its organizational importance, and progressing through the core stages: environmental analysis, strategic identification, formulation, measurement, implementation, and evaluation.

Target Audience

1. Directors
2. Strategy Professionals
3. Human Resources Professionals
4. Department Managers
5. Team Leaders



Strategic Planning Professional



Course Outlines

Foundation

- Overview of Strategy
- Importance of Strategic Planning
- Stages of Strategic Planning
- Stakeholder Analysis

Intermediary

- External Environment Scanning
- Internal Environment Scanning
- Company Identity Formulation

Advanced

- Organizational Objectives Formulation
- Organizational Level KPIs
- Setting KPI Target & Thresholds
- Organizational Level Initiatives



Strategic Planning Professional



Program Schedule 2025

Program Date	Program Time	Language & Location	Price	Discounted Price
• 06 Jul - 10 Jul	• 18:00 - 22:00 KSA Time	• Arabic - Live-Online	• USD 900	• USD 650
• 10 Aug - 14 Aug	• 18:00 - 22:00 KSA Time	• Arabic - Live-Online	• USD 900	• USD 650
• 14 Sep - 18 Sep	• 18:00 - 22:00 KSA Time	• Arabic - Live-Online	• USD 900	• USD 650
• 19 Oct - 23 Oct	• 18:00 - 22:00 KSA Time	• Arabic - Live-Online	• USD 900	• USD 650



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