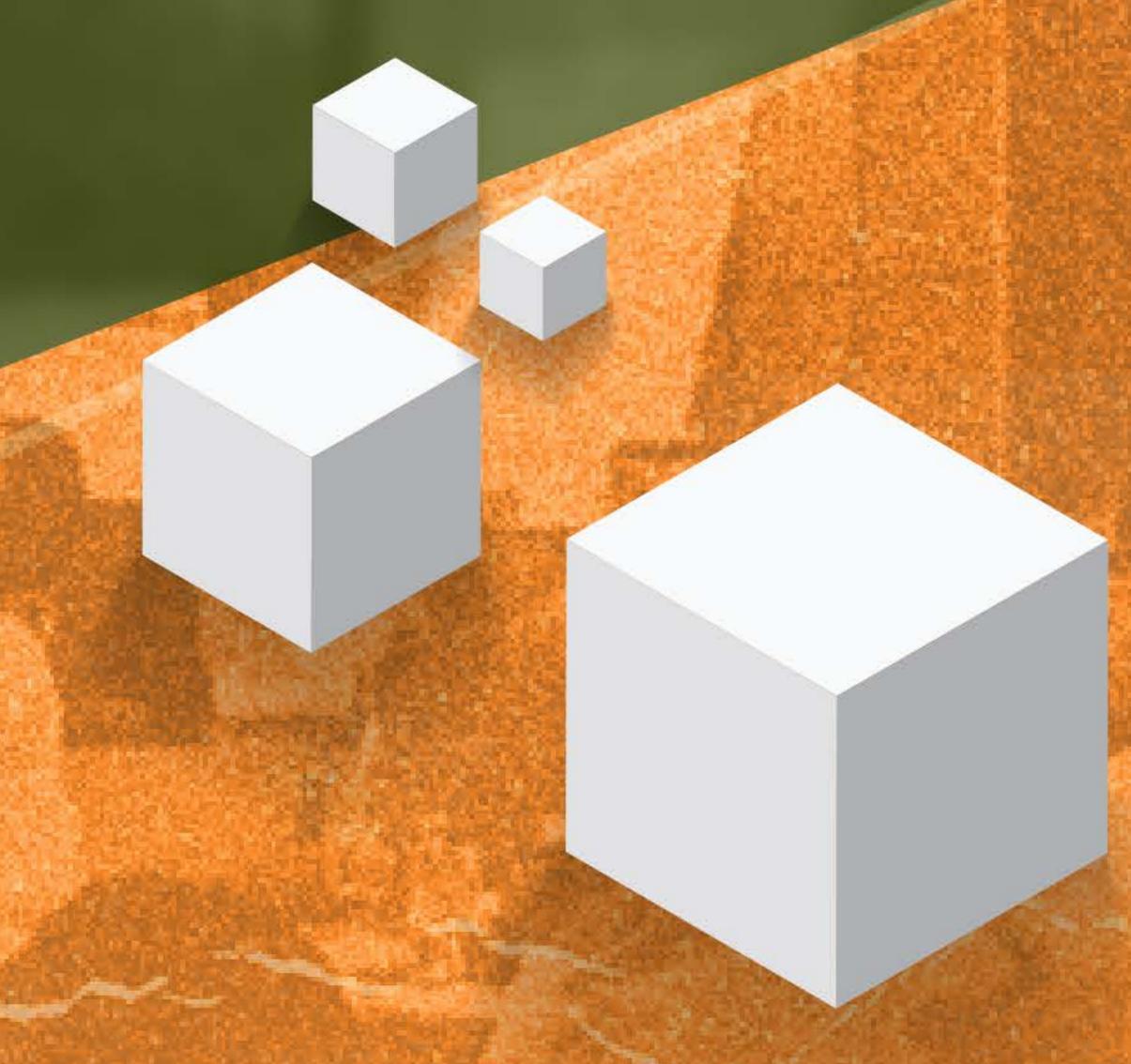


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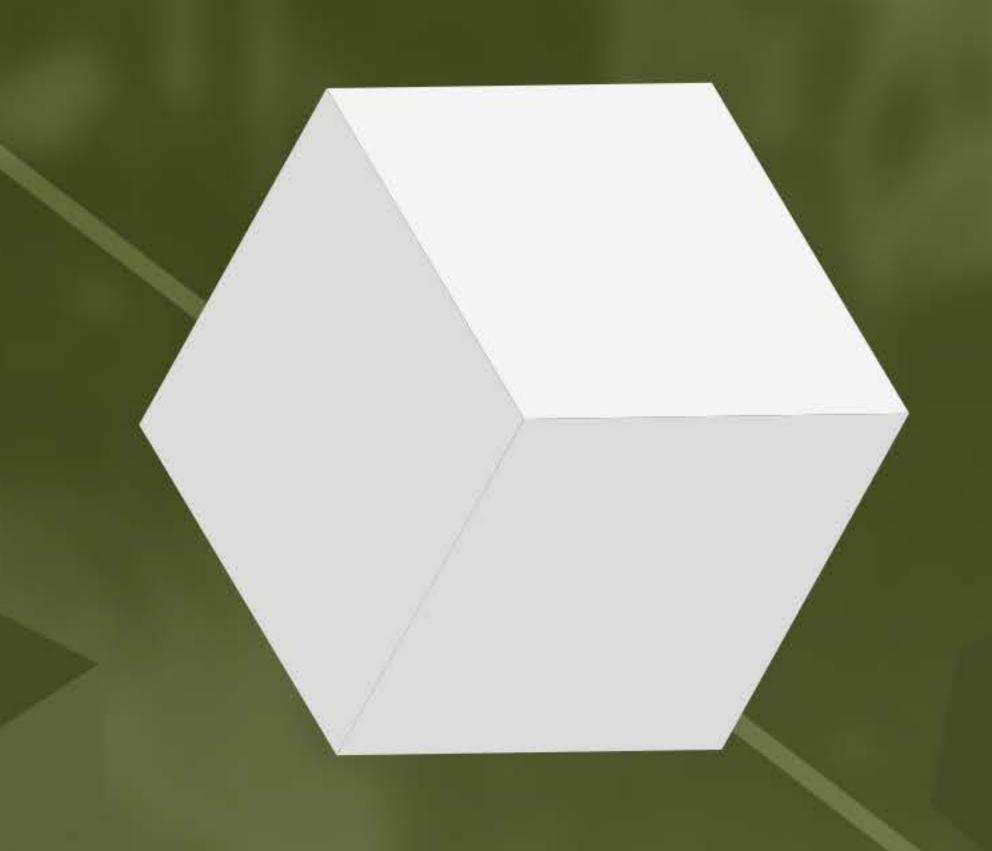
Face to Face Workshop on

Strategic Planning for Higher Education: A Step-by-Step Guide to Effective Planning and Execution



25<sup>th</sup> & 26<sup>th</sup> November, 2024

09:00-17:00 UAE Time



### Workshop Overview

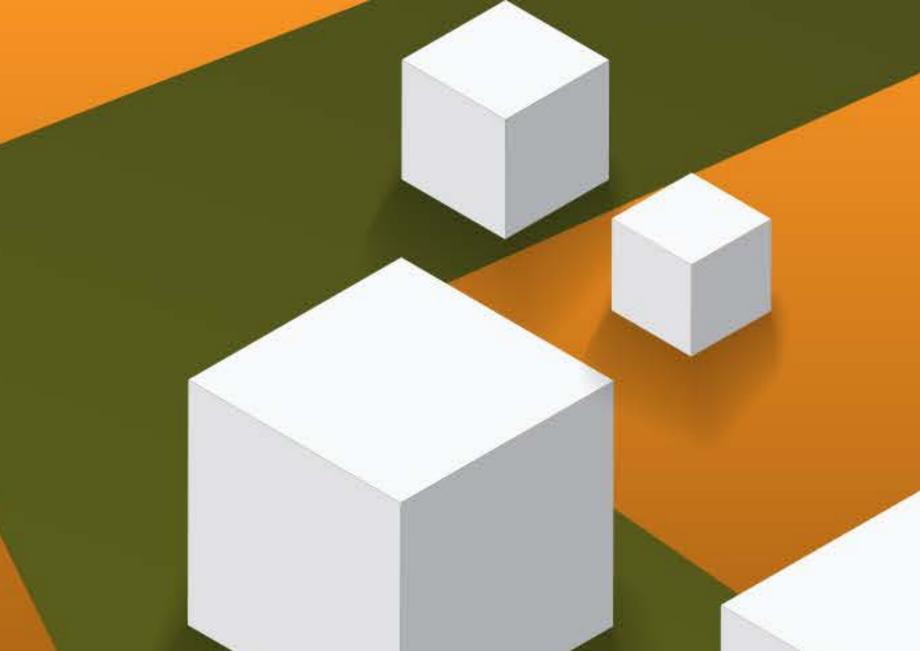
Higher education institutions (HEIs) now face an increasingly complex and challenging environment, marked by uncertainties in funding, talent acquisition, evolving educational landscapes, technological advancements, enrolment trends, shifting student demographics, and dynamic job markets. To thrive, institutions must regularly assess their strengths and weaknesses, identify opportunities and threats, and uncover core competencies that set them apart from competitors.

Strategic planning offers a framework for institutional leaders to analyze these elements, reimagine the future, and articulate a clear vision to formulate successful strategies. Traditionally, institutions have relied on strategic planning for enhancement and accreditation purposes. However, the current rapid pace of change and disruption necessitates a planning and execution approach that actively promotes innovation and agility.

In this two-day workshop, participants will have the opportunity to think strategically and explore how higher education business models are evolving to embrace transformative strategies that better serve students, industry, and society. The workshop is designed to offer an interactive environment where participants can learn and apply the tools and techniques of strategic planning through case studies and examples from reputable international institutions.

Participants will work in teams and use guided templates to chart strategic scenarios using the balanced scorecard approach. Additionally, the workshop will cover aspects of strategy management through effective governance, risk management, and continuous improvement.

## Workshop Objectives



#### At the end of this workshop, participants will be able to:

Articulate the role of strategic planning in enhancing institutional performance

Apply the four-stage strategic planning process, including its tools and techniques, to real-world scenarios.

Utilize the balanced scorecard approach for effective strategic alignment and performance management.

Formulate institutional strategies using value disciplines to create competitive advantage.

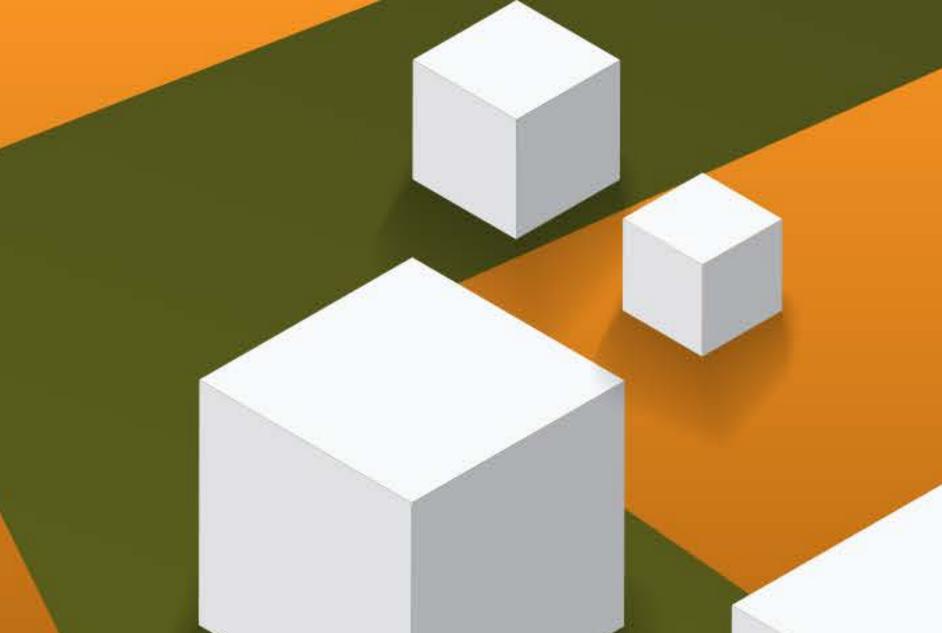
Identify strategic focus areas and objectives, and translate these into measurable Key Performance Indicators (KPIs) and actionable initiatives.

Implement effective review and reporting processes to close the loop on planning.

Identify the steps for the successful implementation of a strategic plan.

Align operational plans with strategic objectives and goals to ensure cohesive execution.

### Main Topics Covered



### Day (1)

#### Session 1 Building your capacity for strategic thinking and planning

- What is strategic planning?
- Linking planning with quality and accreditation
- + Why planning fails
- + Strategic Planning: 10 critical questions
- + Barriers to strategy implementation
- + The Balanced Scorecard as a tool for strategic alignment and performance management

#### Session 2 Charting your strategic journey

- Understanding the higher education landscape internationally and regionally: Challenges and opportunities
- Vision and mission their role and structure
- Core values and why your HEI need them

#### Session 3 Environmental scanning

- + P.E.S.T.E.L Analysis
- + Stakeholder Analysis
- + SWOT & TOWS Analysis

#### Session 4 Formulating institutional strategies

- + Making strategic choices using the three value disciplines
- + Defining your stakeholders' value proposition

### Day (2)

#### Session 5 Translating your strategy into focus areas, goals, objectives and measures

- the Crafting institutional strategic themes
- to Identifying strategic objectives and goals
- Developing Institutional Key Performance Indicators
- + Stakeholder engagement in strategy development

#### Session 6 Creating institutional synergy through strategy alignment

- + Cascading your strategic plan throughout the institution
- + Determining potential vertical and horizontal synergies
- + Communicating your strategy
- + Linking operational plans to the strategic plan

# Session 7 Closing the loop - Keeping the planning process alive through effective governance and accountability

- + Monitoring, evaluating and reviewing the implementation of the strategic plan
- + Risk management
- Leadership and governance

#### Session 8 Putting together your strategic plan

- + Critical elements of a strategic plan
- + Examples of strategic plans from leading international universities
- + Steps for successful implementation of the strategic plan

### Target Audience

#### This workshop is designed for:

- Director and Staff Working in Planning, Quality and Institutional Effectiveness Offices
- Vice Presidents, Deans of Colleges and Schools and Heads of Academic Support and Administrative Units involved with Strategic Planning.

# Workshop Fees and Discounts

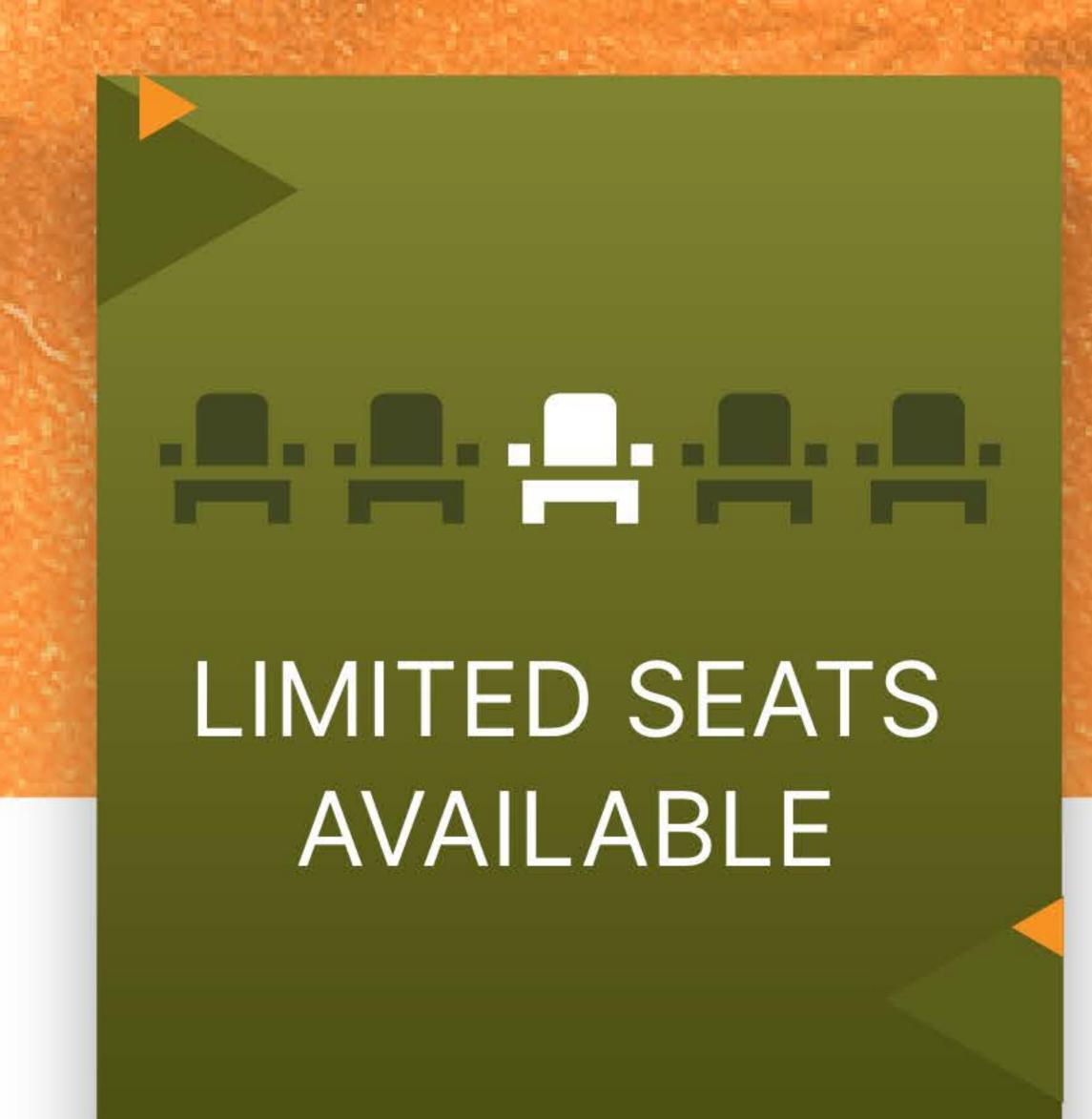
Regular Fee

2500 AED (680 USD)

Early Bird Registration Fee

2125 AED (578 USD)

(Prior to 20<sup>th</sup> October 2024)

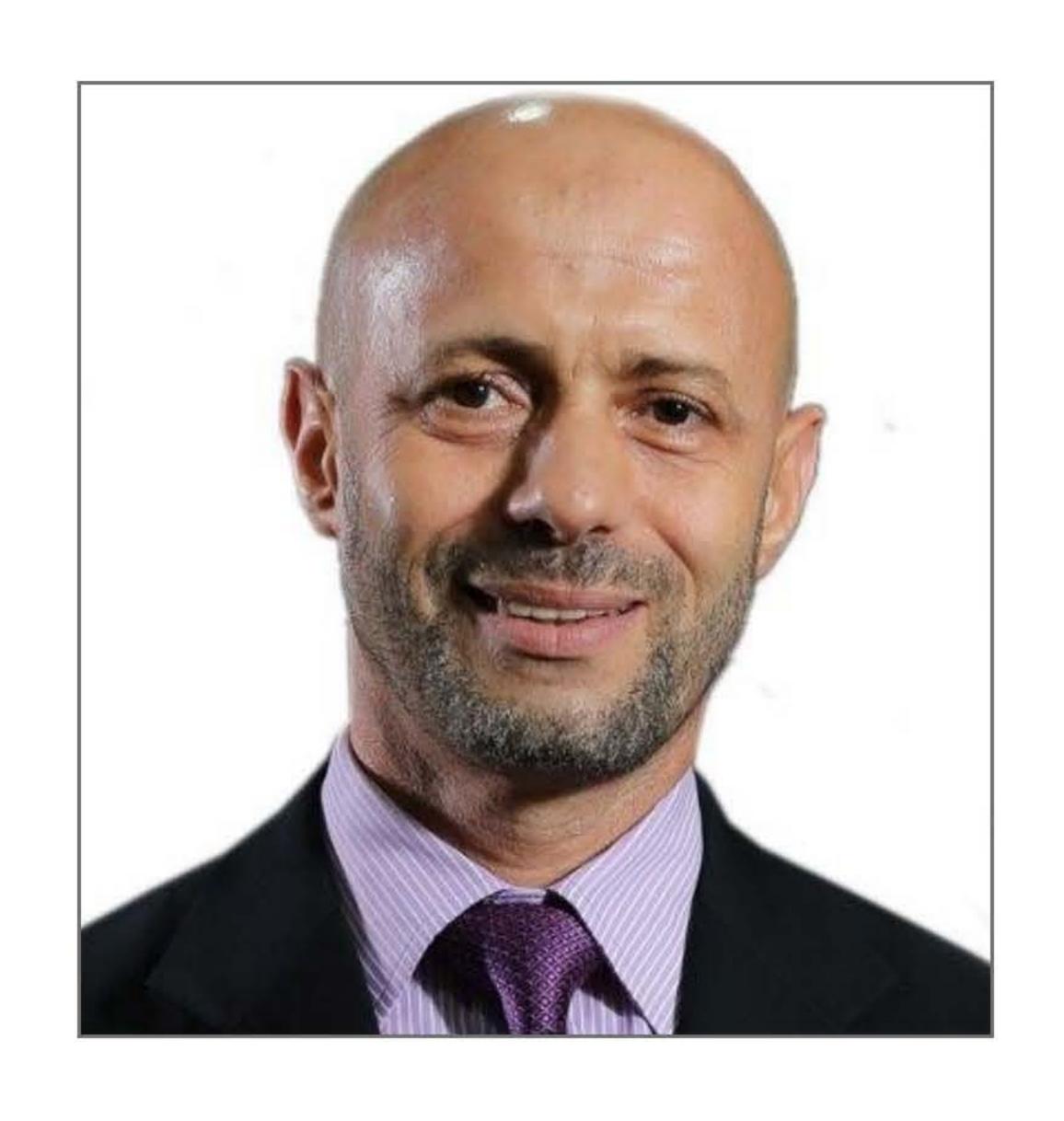


- The registration fee for the 2-day workshop is **2500 AED (680 USD)**. An early bird discount is available for those who complete their registration before the cut-off date of **October 20<sup>th</sup>**, **2024**.
- Upon registering online participants will receive an invoice with the payment options available.
- Group registration discounts ranging from 15%-25% are available for groups of 3 and above.
- For online Individual Registration, click here.
- For online Group Registration, click here.
- Registration is only confirmed upon receiving the full registration fee and is based on a first come first served basis.
- Participants attending the full workshop will receive their certificate of attendance at the end of the workshop.

## Workshop Facilitator

#### Mr. Mokhtar Benhadria

CLICKS's International Associate & Head of Quality Assurance Division, International Centre for Education in Islamic Finance (INCEIF), Malaysia



Educated in the UK and having worked internationally for more than twenty years, Mokhtar's expertise and professional experience span areas such as organizational excellence, strategic planning, business process improvement, quality assurance and accreditation with a specific application to institutions of higher learning.

In his professional career, Mokhtar has provided leadership in a large number of situations requiring managerial interventions for improving organizational performance. In recent years, he has focused particularly on developing policies and strategic frameworks for driving innovation and improving the effectiveness of the education institutions. He has designed and delivered training programs and consultancies to several colleges and universities in Malaysia, UAE, Oman and Saudi Arabia.

His most recent engagement has been with the International Centre for Education in Islamic Finance (INCEIF) in Malaysia, where he has been instrumental in the university's achievement of the AACSB International accreditation. His training approach is context-specific, learner-centric and seeks to engage the participants in the process of finding solutions to real-life problems.



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