

Informa Connect

Academy



IASP - Strategy Management Professional (SMP) - Strategy Planning Professional (SPP) Exam Preparation

Attend this strategy formulation, transformation and execution course to prepare yourself to sit for the SMP/SPP Examination.

Course Level: Advanced



Duration: Five Days
Attend In-Person or Live Digital

In partnership with



Course Information

About International Association for Strategy Professionals (IASP)



The International Association for Strategy Professionals (IASP) is a non-profit professional society whose mission is to lead and support people and organizations through the promotion of a holistic approach to strategy management and by setting standards for strategy through thought leadership, professional development, and certification.

Founded in 1999, IASP is the leading global not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit and government organizations. IASP provides opportunities to explore cutting-edge strategic planning principles and practices that enhance organizational success and advance members' and organizations' knowledge, capability, capacity for innovation, and professionalism.

IASP is the only global strategy association with a certification program. The purpose of this program is to establish a high-level of quality and consistency within the fields of strategic planning and management so that strategic planners and those responsible for developing and deploying strategy can assist organizations in meeting and exceeding the challenges of the 21st century.



Course Information

Key Takeaways

- World-class training from our expert trainer, Eddy Abou Chakra
- IASPBOK 3.0 - Face-to-face delegates will receive the printed version if needed.
- Virtual delegates will receive the digital version
- Hands-on interactive games
- 1-year IASP membership

Qualifying Application: The trainer and the certification director will dedicate the last two hours on Day Five to provide general guidance for the delegates before sitting for the exam through the Qualifying Application process.

IASPBOK 3.0

In 2019, the Board of Directors set a strategic goal to publish the IASP version of a Body of Knowledge that would drive the strategy profession toward a unified language and understanding. The IASP Body of Knowledge 3.0 (IASPBOK 3.0) is the result of this resolve. IASPBOK 3.0 is intended to lead the strategy profession.

The dynamic nature of this publication holds many possibilities for you as a strategy professional and active learner. This publication lays the groundwork for learning in the profession.

Delegates will receive full access to the IASPBOK 3.0.

Who's this exam for

- C-Level Executives
- Senior Operational Leaders
- Finance Leaders who are Involved with Financial Strategy
- Employees Working with C-Level Executives and their Teams

Benefits of Attending

- Apply and gain more visibility in your organisation, industry, and the strategy profession
- Take your organisation's strategy planning to the next level
- Become recognised within the industry as a leader and distinguish yourself from the competition
- Connect with industry leaders and expand your professional network

Course Requirements and Certificates

Delegates must meet two criteria to be eligible for an Informa Connect Academy (ICA) Certificate of Completion:

- **Satisfactory attendance** - Delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
- **Successful completion of the course assessment** - Assessments will be ongoing and based on in-class participation and activities

Delegates who do not meet these criteria will receive an ICA Certificate of Attendance. If delegates have not attended all sessions, the certificate will clearly state the number of hours attended. In-person delegates will receive a printed (or hard copy) certificate and digital delegates will receive a soft copy.

Course Schedule

The course will commence at 9:30 and end at 16:30 GST (GMT+4). There will be short refreshment breaks and an hour-long lunch break at 12:45.

Course Information

Eligibility/Requirements

Strategy Planning Professional Certification – Level I

5 years of work experience with your primary responsibilities in strategy planning and strategy management.

OR

5 years working as a manager with at least one year having primary responsibilities in a strategic planning and strategic management function.

OR

2 years of work experience in those areas plus eligible education (covering at least two areas of these four strategic planning domains – formulation, implementation, execution, environment).

OR

1 year of work experience in strategic planning and 1 year in a similar field, e.g. analysis, finance, marketing, human resources policy, project management, plus eligible education (covering at least two areas of these four strategic planning domains – formulation, implementation, execution, environment).

Strategy Management Professional Certification – Level II

A minimum of 10 years of work experience in any or all the domains of the certification competencies in the body of knowledge framework (BOK) and a high degree of competency in five of the Business Acumen competency areas.

OR

A minimum of 7 years of work experience in the domains of the certification competencies or BOK plus active designation as a Strategy Planning Professional (SPP), completion of a strategic planning certificate, or a bachelor's degree with a focus on strategic planning and a high degree of competency in five of the Business Acumen competency areas.

OR

A minimum of 5 years of work experience in the domains of the certification competencies or BOK plus graduation from a degree programme in Business, Public or Non-profit Administration; Strategic Planning; or Strategic Management covering subjects such as planning, analysis, market research, policy, organisational design, change processes, interviewing, risk analysis, project management, budgeting, performance reporting, decision making and a high degree of competency in five of the Business Acumen competency areas.

OR

Within the past ten years, has been a professor of strategic planning studies at an accredited college or university plus 5 years of work experience in the domains of the certification competencies or BOK and a high degree of competency in five of the Business Acumen competency areas.

***As this is an exam preparation course, Informa does not cover the examination fees.**



The content has been fully reviewed by IASP.

Meet Your Course Director



Eddy Abou Chakra

Eddy has over 20 years of strategy and business transformation experience acquired through various engagements in Middle East, and Europe. His key focus is on strategy formulation, strategy execution, performance management, organisation transformation, business process improvement, information systems, marketing, and business development. Eddy has advised governments, financial institutions, telecom operators, construction and real estate companies. He has led major strategy and transformation engagements with key focus on value proposition enhancement, governance, technology, product development, service delivery, business models, due diligence, and HR. Eddy has extensive experience in leading focused strategy engagements as well as large transformation projects.

Eddy held various positions in international audit and consulting and headed the IS Audit and consulting function at two of the top 10 international audit and consulting firms.

Eddy is a Certified Information Systems Auditor (CISA-ISACA), certified Balanced Scorecard Master Professional (BSMP-George Washington University), and Certified E-business Consultant (CEC-ICECC).



Course Outline

Day One – Environmental Analysis

Description

Organisations today are facing increasingly Volatile, Uncertain, Complex and Ambiguous (VUCA) conditions. All industries are facing an unprecedented speed and expanse of change and leaders at all levels are required to make increasingly faster and more accurate decisions. With all this in mind, day one will introduce attendees to the process, tools and skills needed to perform a comprehensive and useful environmental analysis.

Environmental analysis includes the understanding of the internal and external factors that directly affect the organisation and enable it to develop an effective and executable strategy. We will apply the processes and tools in a case study where delegates will be required to analyse the External and Internal environments of the organisation under study and the outcome will be used as a pedestal for building scenarios and formulating strategies.

- Introduction to the SMP/SPP Certification
- Introduction to the Course Structure and Competencies
- IASP BOK 3.0
- Introduction of SMP/SPP Exam
- Introduction of Strategy Formulation
- Environmental Analysis
 - SWOT
 - PESTEL
 - Porter's 5 Forces
 - ADL Matrix
- Understanding the Customer
- Scenario Planning & Foresight

Day Two – Formulate Strategy

Description

Many organisations consider strategy to be a plan that involves marginal improvements to their existing operations. In fact, most companies, when writing their strategic plan, look for some design that fits in all the things that they were doing anyway.

Professor Costas Markides, of the London Business School, put it well: "Strategy is about making choices; about 'who, what, how': who is our chosen customer; what are we going to sell; and how are we going to deliver that value proposition". It should lead to a coherent set of mutually reinforcing choices.

In this section, delegates will be immersed in the world of strategic planning by learning about different strategy schools, elements of a successful strategy and tools that allow organisations to formulate a clear set of choices answering the who, what and how.

Topics

- What is Strategy?
- Ten Schools of Strategy
- Blue Ocean Strategy
- Porter's Generic Strategies
- Mission, Vision and Values
- Customer Value Proposition
- Value Chain
- Strategic Capabilities
- Key Drivers of Success
- Business Models
- Strategic Goals
- Strategic Objectives
- Strategy Maps

Day Three – Transform the Organisation

Description

A considerable number of organisations fail at executing their strategy not because the strategy is bad nor because they were not able to translate their strategy to initiatives and operations but rather because the organisation's business model and capabilities are not adequate nor aligned with the new strategic direction.

Organisational transformation considers what changes are required to the resources, processes, assets and systems to make the organisation better prepared and capable of executing its strategy.

In this section, delegates will learn the challenges that organisations face as well as the tools required to embark on, and successfully accomplish organisational transformation. The objective of this section is to cover the key elements required to transform the organisation in an effective, efficient and agile manner.

Topics

- Strategic Alignment
- Strategic Accountability
- Organisational Transformation
- Organisational Design
- Target Enterprise Architecture
- Transformation Plan
- Transformation Project

Day Four – Execute Strategy

Description

Translating strategies into actions that deliver value to the stakeholders of the organisation requires clear frameworks, organisational discipline and impeccable communications. Execute Strategy requires that the operational activities of the organisation (e.g., HR, marketing, finance, accounting, finance, product/service development, production, sales, management and IT) run in perfect alignment to the new strategy.

In this section we will cover the tools required to execute strategy and monitor the execution process including the feedback loop that allows executive management to continuously hone and fine-tune the strategy.

Topics

- The Balanced Scorecard
- Business Process Management
- Strategic Initiative Execution
- Organisational Operations
- Key Performance Indicators
- Objectives & Key Results
- Data Analytics
- Artificial Intelligence
- Machine Learning

Day Five – Engage Stakeholders and Govern Strategy

Description

Successful strategy formulation and execution requires the involvement and engagement of all stakeholders to make it happen. Each group of the organisational ecosystem should have a clear and defined role.

In this last section of the course, delegates will learn the importance of organising and aligning the organisational ecosystem (leadership, committees, employees, boards, policies, regulations and guidelines) to achieve and sustain breakthrough results.

Topics

- Leadership
- Organisational Culture
- Trust and Organisational Trust
- Incentives
- Teamwork and Collaboration
- Governance
- Board of Directors
- Decision Rights
- Regulations/Policies/Guidelines
- Stakeholder Management and Engagement
- Diversity, Equity and Inclusion
- Committees
- Reporting

Qualifying Application: The trainer and the certification director will dedicate the last two hours on Day Five to provide general guidance for the delegates before sitting for the exam through the Qualifying Application process.

About the exam

- 3 hours and 160 questions
- Exam Administered by Examity
- Exam available via live, online proctoring
- Upon application approval, candidates have 13 months to write the exam
- Offering 4 exam cycles per year

Exam Fees:

IASP Members: \$725.00 USD

(The exam preparation course fees do not cover the examination fees)

APPLY
NOW

IASP - Strategy Management Professional (SMP) - Strategy Planning Professional (SPP) Exam Preparation

Attend In-Person	Attend Live Digital
US\$ 5,945	US\$ 4,595

Pricing excludes 5% VAT, charged where applicable.

[To Register Click Here](#)

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ABOUT INFORMA CONNECT ACADEMY

Informa Connect
Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/terms-of-use/>. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com

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