

STRATEGIC THINKING & PLANNING

- HCM : 08-09/1/2026
- HN : 12-13/1/2026

Are you wondering?



How to understand company's strategies then be able to develop the functional strategies for departments?



What tools to use to analyze and understand the business environment of your company and the situation of your department, then develop suitable strategies and clear objectives?



How to achieve the strategies and objectives in reality through a specific and effective action plan?



OBJECTIVE

- Understand the importance of strategic thinking and planning
- Be able to analyze the business environment and corporate's current situations, then develop functional strategies for departments
- Be able to integrate functional strategies into the specific planning and implementation of action plans



TARGET



Staff
First-line Manager



Middle Manager
Top Manager

2-DAY TRAINING

Upgrade your skills and bring your organization to success with effective strategic thinking and planning

Part 1: Overview of Strategic Thinking & Planning

- What is Strategic Planning and its benefits?
- The Strategic Planning process: The relationship between Mission, Vision, and Strategy
- Seeing the big picture (corporate strategy pyramid)
- Definition of Strategic Thinking
- Characteristics of a strategic thinker

Part 2: Strategic Thinking to Strategic Planning to achieve a vision, mission and objectives

- The Strategic Pillars
 - Vision, Mission, Core Values and their roles in Strategic Planning
 - The value of purpose in ensuring a High Performance Organization that achieves results
- Strategic Plan Framework
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
 - Analyze internal situations and resource
 - Analyze external effects (PESTEL analysis)
- Identify your organization's integrated components
- Decide functional strategy: determine your strategic imperatives and performance measures

Part 3: From Strategy to Execution

- Build your strategic action plan
 - Identify key elements of a good strategic action plan
 - Develop your own strategic action plan
 - Apply GAME Plan Tools to build your action plan: (Goals, Activities, Measurement, Evaluation)
 - Identify key elements of an executive summary
- Act on leading indicators
- Manage risks and the unknown
- Reasons for failures and solutions

Part 4: Action Plan

※ The above content is subject to change without prior notices.



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In charge: Ms. Loan Anh (English, Vietnamese)
Mr. Nagayoshi Tasuku (Japanese)



TRAINING TIME & VENUE

Ho Chi Minh 08-09/1/2026 (Thu - Fri)
Time: 8:30 ~ 16:30
Venue: T Floor, Nam Giao 1 Bldg,
261-263 Phan Xich Long, Cau Kieu Ward

Ha Noi 12-13/1/2026 (Mon - Tue)
Time: 8:30 ~ 16:30
Venue: 12F, Indochina Plaza Tower,
241 Xuan Thuy, Cau Giay Ward



TRAINER

Ms. T. T. N. HANH

- MBA - Master of Business Administration - Ho Chi Minh City University of Economics and Finance (UEF); Mini MBA - The Oxford Centre For Leadership - United Kingdom
- Master Train The Trainer International - International Trainer of WISC - Ascendo Academy - Singapore.
- 19 years of experience as a CEO, senior manager, consulting training specialist.
- Expert in consulting - coaching, training in Business Administration and Operations; Building and developing the training system - internal development and coaching; developing leadership capacities; and sales and customer service



COURSE INFORMATION

[Language] Vietnamese
[Fee] 8,100,000 VND/person
(Lunch for 2 days incl., VAT excl.)
For companies with 2-4 participants, a 5% discount is applied & those with 5 or more participants, a 10% discount is available.
[Method] (Applied separately for training in HCM & in Ha Noi)
[Participants] We applied offline training
HCM: 28 people - HN: 30 people
[Registration] (First-come, first-served basic)
Fill in the attached "Application form" and send to AIMNEXT via Email (training-vn@aimnext.com).