



Project funded by the
EUROPEAN UNION

EBSOMED
ENHANCING BUSINESS SUPPORT ORGANISATIONS



EBSOMED Academy
Strategic Planning for BSOs
Luis V Hotel, Beirut, Lebanon
November 30th - December 1st

Programme
Before we start November, 29th

Networking Cocktail	10:00 -11:00 PM
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Day 1: November, 30th

Welcoming - CAWTAR - Introduction and objectives	08:30-09:00
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Session 1- Before we start

- Ice Breaker - Introduction to gender approach	09:00-10:45
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Coffee Breake	10:45-11:00
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Session 2 - P1 Where do we stand?

P1a. Who's who? Basics of Strategic Statements Strategic planning Work on our MVV: Three exercises - 1.Mission: Building your mission - 2.Vision: Building your vision - 3.Values: Core and Wish Values - 4. How to do it back home?	11:00-01:00
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Lunch Break	01:00-02:00
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The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



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P1b. Strengths and Weaknesses: What are my “core capabilities”?

- 1.Resources/Competencies/Core capabilities
 - 2.Functions and processes analysis
 - 3.Value chain
 - 4.Using VRIN to identify, build and sustain core capabilities
 - 5.Microenvironment and industry tools
 - 6.SCOP
 - 7.TOWS: Using SWOT to “strategize”
- Group exercise: Opportunities and Threats

2:00-4:30

Networking diner

08:15 – 11:00

Day 2: December, 1st

Session 3 - P2 Where do we want to go?

- Building your goals and objectives
- Goals prioritization
- KPIs, leads and deadlines
- Building engagement through convergent goals
- Enhancing SDGs and Gender equality approach in your organization

08:30 - 10:45

Coffee Breake

10:45-11:00

Session 4 - P3 How will we get there?

- 1.Obstacles
- 2.Facilitators (resources, partners..)
- 3.Build your strategy
- 4.How to get your team involved
- Teamwork- sharing experience

11:00-01:00



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Lunch Break

01:00-02:00

Session 5 - P4 How can we do this all together?

- 1.Common projects – groups to be redone
- 2.Building a task force
- 3.Collaboration tools – choose yours
- 4.What are your needs: testing the academic plan

2:00-4:30



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