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## A model to align market vision, strategy, objectives and organization

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### **Target:**

How to align market vision, strategy, objectives and organization

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**Beneficiaries :** Managers of all levels

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### **Program:**

- Evaluation and motivation of human resources
- What is Orientation Management
- 1. The Market Vision
  - Analysis of the Porter Forces
  - Key success factors
  - The positioning matrix
- 2. The Organizational Structure
  - The business model
  - The value chain
  - Business processes
  - SWOT Analysis
- 3. Operational tools
  - The big 5 of a business
  - Knowledge, skills, behavior
- 4. The company Roles: consistency with the organization and the company objectives
- Individual Development Plan

*During the seminar, participants will take part in individual and group exercises and simulations*