



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Align Manager Objectives With Business Strategy Skills Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 116356 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips managers with the skills to align their personal and team objectives with the broader business strategy of their organisation. Participants will learn to cascade strategic goals into actionable plans and ensure their management practices support organisational success.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	116356
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply strategic planning frameworks to translate business strategy into departmental and individual objectives.
- Analyze the alignment between current management objectives and the organisation's strategic goals.
- Evaluate the impact of misaligned objectives on organisational performance and propose corrective actions.
- Design a cascading objectives plan that ensures team goals support the overall business strategy.
- Implement monitoring and feedback mechanisms to track progress towards strategic objectives.
- Demonstrate the ability to communicate strategic priorities effectively to team members.

WHO SHOULD ATTEND

- This course is designed for middle and senior managers, team leaders, and department heads who are responsible for setting and implementing objectives that support their organisation's strategic direction.

COURSE OUTLINE

Day 1: Foundations of Strategic Alignment

- Introduction to business strategy: vision, mission, values.
- Strategic planning process and levels of strategy.
- The manager's role in strategy execution.
- Consequences of poor alignment: case studies.
- Overview of Unit Standard 116356 outcomes.
- Self-assessment: current alignment practices.

Day 2: Analysing Business Strategy and Setting Direction

- Strategy analysis tools: SWOT, PESTLE, Porter's Five Forces.
- Identifying key strategic drivers and priorities.
- Cascading strategy: from organisational to functional level.
- Creating a strategy map with balanced scorecard perspectives.
- Group exercise: aligning a sample strategy to departmental objectives.
- Feedback and reflection.

Day 3: Setting SMART Objectives Aligned to Strategy

- SMART criteria: specific, measurable, achievable, relevant, time-bound.
- Hierarchy of objectives: strategic tactical operational.
- Techniques for cascading objectives using OKRs and KPIs.
- Workshop: writing SMART objectives for a real or simulated scenario.
- Peer review and refinement of objectives.
- Common pitfalls and how to avoid them.

Day 4: Performance Management and Measurement

- Key performance indicators (KPIs) and leading vs lagging indicators.
- Balanced scorecard development for teams.
- Performance dashboards: design and interpretation.
- Integrating objectives into performance appraisal systems.
- Role-play: conducting a strategic alignment review meeting.
- Best practices for giving constructive feedback.

Day 5: Communication and Stakeholder Engagement

- Strategies for cascading communication: town halls, team meetings, one-on-ones.
- Stakeholder mapping and engagement techniques.
- Overcoming resistance to change: ADKAR model.
- Creating a communication plan for objective alignment.
- Role-play: presenting aligned objectives to a team.
- Building a culture of accountability and ownership.

Day 6: Monitoring, Reviewing, and Adjusting Objectives

- Setting up review cycles: weekly, monthly, quarterly.
- Data-driven decision making for objective adjustments.
- Root cause analysis for underperformance.
- Agile objective management: pivoting without losing alignment.
- Case study: adapting objectives during a strategic shift.

- Workshop: revising an objective set based on new strategic direction.

Day 7: Integration, Action Planning, and Certification

- Recap of key concepts and tools from Days 1–6.
- Developing a personal action plan for ongoing alignment.
- Peer presentations and constructive critique.
- Summative assessment: case study analysis and objective alignment task.
- Portfolio of evidence preparation.
- Course evaluation and certification ceremony.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 31,000.00	R 31,000.00
1	In-House	R 40,400.00	R 40,400.00
1	On-Campus (Pretoria)	R 46,500.00	R 46,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
18 Jun 2026	26 Jun 2026	Online	–
19 Jun 2026	29 Jun 2026	On-Campus	Windhoek, Namibia
22 Jun 2026	30 Jun 2026	On-Campus	Maseru, Lesotho
23 Jun 2026	01 Jul 2026	On-Campus	Nairobi, Kenya
24 Jun 2026	02 Jul 2026	On-Campus	Mbabane, Eswatini
25 Jun 2026	03 Jul 2026	On-Campus	Mombasa, Kenya
25 Jun 2026	03 Jul 2026	On-Campus	Windhoek, Namibia
26 Jun 2026	06 Jul 2026	In-House	–

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

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