



## AFRICAN ADVANCED LEVEL TELECOMMUNICATIONS INSTITUTE (AFRALTI)

### TRAINING WORKSHOP OUTLINE

**Title: STRATEGIC MANAGEMENT IN POSTAL AND COURIER BUSINESS**

**Dates: 4th - 8th April 2016**

**Venue: AFRALTI, Nairobi, Kenya**

**Tuition Fee: AFRALTI Members: USD1,200; Non-Members: USD1,440**

#### **Course Overview:**

The course aims to equip participants with the core concepts, frameworks, and techniques of strategic management in relation to the Postal and Courier Business and provide the knowledge and skills to improve the performance of their organisations.

**Target Audience:** Managers working for Postal and Courier organisations, ICT regulators and ICT ministries.

**Pre-requisite/s:** An understanding of Postal and Courier operations will be an added advantage.

#### **Pain Points:**

Some of the key challenges that Postal and Courier sector grapple with include:

- Decline in business volumes and revenues
- Changing consumer needs
- Rapid technological advancement
- Competition
- Regulatory constraints

- Managing in a dynamic environment.

### **Value Proposition:**

Applying strategic management concepts and tools in the Postal and Courier Business organisations will lead to :

- Improved ability to spot new opportunities and identify threats to the business.
- Alignment of all stakeholders to pursue the same goals
- Proactive management .
- Continuous review of the Business models so as to ensure sustained profits
- Objective allocation of resources

### **Methodology:**

The course will be delivered through a mix of power point presentations, class discussions, case studies, group exercises and live class presentations.

### **Workshop Objectives:**

The objectives of the course are :

- To provide strategic analysis framework for organisations in the Postal and Courier Business.
- To provide an understanding of the nature and dynamics of strategy formulation and implementation processes in the Postal and Courier business.
- To develop the participants ability to identify strategic issues and design appropriate course of action.
- To create an understanding of strategic monitoring and evaluation in the postal and Courier Business environment.

### **Workshop Learning Outcomes:**

At the end of the workshop, participant s should be able to:

- Craft and articulate a vision and a mission for their Postal and Courier Business
- Conduct strategic analysis for Postal and Courier organisations.
- Specify current and desired strategic positioning in order to respond to market dynamics.
- Formulate a strategic plan that operationalizes the goals and objectives of Postal and Courier Business.

- Implement a strategic plan that takes into account the all the functional areas of the Postal and Courier business.
- Evaluate and revise programs and procedures in order to achieve organizational goals.

### **Workshop Contents/Topics:**

- Overview of postal and Courier Business- A Historical perspective
- Mission and Vision
- Strategic context analysis
  - Current status of postal and courier Business
  - PESTLE
  - Postal and Courier trends
  - SWOT
- Goals setting
- Strategy Implementation
- Measurement and Evaluation

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