MERCURY

Strategic Thinking, Analysis, & Business Planning

8 – 12 February 2027
Madrid (Spain)



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Ref: 16140_1008009 **Date:** 8 – 12 February 2027 **Location:** Madrid (Spain) **Fees:** 6200 Euro

Introduction:

In today's dynamic and highly competitive environment, organizations must integrate strategic thinking with data-driven insights to remain adaptive and relevant. This Strategic Thinking, Analysis, and Business Planning course empowers professionals with the mindset and tools to connect long-term strategy with actionable business plans.

A core focus of the program is on planning beneficiary experience initiatives as part of broader strategic plans, with emphasis on data analysis and measuring impact. The Strategic Thinking, Analysis, and Business Planning program presents a structured framework to enhance the beneficiary experience and aligns organizational strategy with user-centric outcomes.

Participants will learn how to transform data into actionable insights that inform more responsive and effective strategic initiatives. They will learn to quantify the results of experience-driven strategies for continuous improvement. This Strategic Thinking, Analysis, and Business Planning training bridges high-level vision with measurable value for stakeholders and beneficiaries alike.

Targeted Groups:

This Strategic Thinking, Analysis, and Business Planning training targets professionals seeking specialized knowledge and skills:

- Strategic planners in public and private organizations.
- Policy and decision-makers are responsible for strategic implementation.
- Customer experience CX and beneficiary service professionals.
- Data analysts focused on business intelligence and user feedback.
- Mid-to-senior-level managers seeking to align strategy with operations.
- Innovation and transformation lead to service enhancements.
- Quality assurance officers are responsible for performance metrics.
- Government or NGO professionals focused on social impact.
- Consultants in business strategy and planning.
- Program managers aim to improve the effectiveness of service delivery.

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Course Objectives:

Participants will achieve the following objectives by completing the Strategic Thinking, Analysis, and Business Planning course:

- Understand the fundamentals of strategic thinking and planning.
- Apply frameworks to develop comprehensive strategic initiatives.
- Analyze beneficiary needs through qualitative and quantitative data.
- Design experience initiatives aligned with strategic goals.
- Identify key performance indicators to monitor experience outcomes.
- Develop data-driven approaches to enhance user satisfaction and experience.
- Align business planning with the expectations of stakeholders and beneficiaries.
- Evaluate strategic impact using effective measurement tools.
- Enhance analytical skills for decision-making under uncertainty.
- Develop adaptable plans that evolve in response to real-world challenges.
- Translate organizational vision into implementable strategies.
- Formulate evidence-based recommendations to optimize impact.
- Collaborate across functions to ensure integrated planning and decision-making.
- Synthesize data insights into actionable strategic directions.
- Develop strategic agility to manage shifting priorities.
- Foster a culture of continuous improvement in service delivery.

Targeted Competencies:

Participants will gain the following competencies during the Strategic Thinking, Analysis, and Business Planning program:

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- Strategic foresight and long-term planning skills.
- Beneficiary experience design and optimization.
- Critical thinking and evidence-based analysis.
- Data interpretation for strategic decision-making.
- Integration of planning with performance metrics.
- Outcome measurement and impact evaluation.
- Collaboration and cross-functional alignment.
- Scenario development and risk-based planning.
- Stakeholder-focused service innovation.

Course Content:

Unit 1: Foundations of Strategic Thinking and Business Planning:

- Introduction to strategic thinking in modern organizations.
- Key elements of business planning and long-term vision.
- Differentiating between strategy, tactics, and operations.
- Role of leadership in strategic alignment.
- Environmental scanning and market trend analysis.
- Identifying internal strengths and external opportunities.
- Integrating core values and mission into planning.
- Strategy development tools SWOT, PESTLE, Porter's Five Forces.
- Developing strategic agility and responsive planning.

Unit 2: Designing Beneficiary Experience Initiatives within Strategic Plans:

- Understanding the concept of beneficiary experience BX.
- Positioning experience initiatives within strategic goals.
- Mapping beneficiary journeys to identify pain points.
- Using voice-of-customer data to shape priorities.
- Balancing organizational objectives with user needs.
- Co-creating value through participatory planning.
- Prioritizing high-impact experience initiatives.
- Resource allocation and feasibility assessment.
- Embedding beneficiary experience into strategic KPIs.

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Unit 3: Strategic Data Analysis for Experience Enhancement:

- Data Types and Sources in Beneficiary Experience Evaluation.
- Building data literacy across teams.
- Analyzing user satisfaction, engagement, and feedback trends.
- Techniques for qualitative and quantitative analysis.
- Predictive analytics to anticipate beneficiary needs.
- Converting data into strategic recommendations.
- Dashboards and visualization tools for planning.
- Identifying gaps and improvement opportunities.
- Data-informed decision-making frameworks.

Unit 4: Measuring the Strategic Impact of Beneficiary Experience:

- Defining metrics that matter: output vs outcome vs impact.
- Creating logic models and theory of change.
- Linking experience initiatives to strategic outcomes.
- Tools and Methods for Measuring Long-Term Impact.
- Developing performance scorecards for BX initiatives.
- Continuous monitoring and iterative refinement.
- Leveraging KPIs to inform planning cycles.
- Reporting and communicating impact across stakeholders.
- Aligning measurement with strategic feedback loops.

Unit 5: Building Sustainable Strategic Plans Centered on Value:

- Embedding BX within the organization’s strategic DNA.
- Ensuring leadership commitment and cultural alignment.
- Managing change and transformation initiatives.
- Long-term sustainability through value-driven planning.
- Innovation as a driver of improved beneficiary outcomes.
- Strategic governance and stakeholder engagement.
- Planning under uncertainty and managing complexity.
- Integrating ethics and social impact in business plans.
- Developing strategic roadmaps with measurable milestones.

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Final Insights & Key Takeaways:

Strategic planning must go beyond organizational goals—it must place the beneficiary experience at the heart of every initiative. This Strategic Thinking, Analysis, and Business Planning course equips professionals with the skills to analyze data, create impactful plans, and measure what truly matters. By aligning strategic thinking with experience-driven outcomes, participants foster lasting value. The result is a forward-looking, agile organization that thrives on insight and impact.