MERCURY

# Strategy and Business Planning Professional

13 – 17 September 2027
Rome (Italy)



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# Strategy and Business Planning Professional

**Ref:** 121263_1024962 **Date:** 13 – 17 September 2027 **Location:** Rome (Italy) **Fees:** 6200 Euro

## Introduction

The Strategy and Business Planning Professional course equips participants with essential skills to design, implement, and evaluate effective business strategies. It emphasizes integrating strategic thinking with practical business planning techniques. Participants will learn to analyze market trends, assess organizational strengths, and develop actionable plans for sustainable growth. The course focuses on enhancing decision-making, aligning resources with strategic goals, and improving overall organizational performance. Through structured modules, learners gain insight into modern strategic frameworks and planning tools. This program prepares professionals to lead business initiatives with confidence and foresight.

## Targeted Groups

This Strategy and Business Planning Professional course targets professionals seeking specialized knowledge and skills:

- Business managers aiming to improve planning strategies.
- Strategy analysts seeking practical frameworks.
- Entrepreneurs and startup founders are planning growth.
- Project leaders coordinate organizational objectives.
- Consultants guiding business transformation.
- Professionals responsible for strategic initiatives.

## Course Objectives

Participants will achieve the following objectives by Strategy and Business Planning Professional completion:

- Understand strategic management principles.
- Develop effective business planning skills.
- Analyze market trends and competitive landscapes.
- Align organizational resources with strategic goals.
- Evaluate performance metrics and KPIs.
- Apply strategic frameworks to real-world challenges.
- Improve decision-making and risk assessment.
- Foster innovation in strategic initiatives.
- Lead projects aligned with business objectives.
- Enhance long-term organizational growth strategies.

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## Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic thinking and problem-solving.
- Market and competitor analysis.
- Business planning and forecasting.
- Resource allocation and optimization.
- Risk assessment and mitigation.
- Performance evaluation using KPIs.
- Project alignment with strategic goals.
- Leadership in strategic initiatives.
- Effective decision-making under uncertainty.
- Innovation-driven planning approaches.

## Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Launching a new product in a competitive market.
- Aligning departmental goals with corporate strategy.
- Responding to changing market conditions.
- Developing risk mitigation plans.
- Implementing organizational growth strategies.
- Evaluating strategic initiatives for ROI.
- Managing resources for maximum efficiency.

## Course Content

### Unit 1: Introduction to Strategic Planning

- Definition and importance of business strategy.
- Key principles of strategic management.
- Strategic vs. operational planning.
- Understanding mission, vision, and values.
- Assessing internal strengths and weaknesses.
- Evaluating external opportunities and threats.

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## Unit 2: Market Analysis and Competitive Intelligence

- Understanding market dynamics and trends.
- Tools for competitor analysis.
- Customer segmentation and profiling.
- Identifying industry best practices.
- Strategic positioning in competitive markets.
- Leveraging SWOT and PESTEL frameworks.

## Unit 3: Business Planning Techniques

- Setting SMART objectives.
- Developing actionable business plans.
- Resource allocation and budgeting.
- Forecasting and scenario planning.
- Risk identification and mitigation strategies.
- Linking plans to organizational strategy.

## Unit 4: Strategy Implementation and Performance Measurement

- Translating strategy into actionable steps.
- Key performance indicators KPIs design.
- Monitoring and reporting performance.
- Adjusting strategies based on results.
- Change management principles.
- Ensuring alignment across departments.

## Unit 5: Advanced Strategic Decision-Making

- Data-driven decision-making techniques.
- Strategic innovation and growth initiatives.
- Crisis and contingency planning.
- Ethical considerations in strategy.
- Leadership in strategic execution.
- Sustaining competitive advantage in evolving markets.

# Final Insights & Key Takeaways

Participants will leave equipped to develop and implement robust business strategies. They will confidently align organizational resources with long-term strategic objectives.