



Strategy Planning Professional (SPP)

26 – 30 July 2027
Amsterdam (Netherlands)



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Introduction to Strategy Planning Professional SPP

The Strategy Planning Professional SPP course provides a robust foundation in strategic analysis, organizational planning, and long-term performance alignment. It equips participants with the knowledge to build structured strategies that support sustainable growth and competitive advantage. The course covers essential techniques for environmental scanning, strategic formulation, and implementation frameworks. Learners develop analytical capabilities to evaluate internal and external factors shaping organizational success. It also emphasizes practical, theory-based planning approaches used in high-performing organizations. By the end of the program, participants gain a comprehensive understanding of strategic planning best practices.

Targeted Groups

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

- Managers involved in planning and performance roles.
- Team leaders are responsible for strategy execution.
- Business analysts supporting strategic decisions.
- Professionals in corporate development and growth functions.
- Supervisors transitioning into strategic roles.
- Consultants working on organizational transformation projects.
- Individuals aiming to strengthen strategic thinking skills.

Course Objectives

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

- Understand strategic planning foundations.
- Apply structured strategic analysis methods.
- Evaluate internal capabilities and external market conditions.
- Formulate strategies aligned with organizational goals.
- Identify performance indicators supporting strategic execution.
- Develop implementation roadmaps for strategic initiatives.
- Assess risks affecting long-term plans.
- Strengthen decision-making through evidence-based insights.
- Improve strategy communication across teams.
- Enhance organizational alignment and planning efficiency.

Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic analysis and evaluation skills.
- Critical thinking and structured planning.
- Ability to link vision, mission, and objectives.
- Market and competitive assessment capabilities.
- Strategy formulation and prioritization abilities.
- Performance measurement and monitoring skills.
- Organizational alignment and execution discipline.
- Forecasting and long-term scenario evaluation.

Studying Scenarios

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

- Planning strategies during market shifts.
- Evaluating competitive responses in dynamic sectors.
- Assessing internal weaknesses impacting sustainability.
- Building strategic alternatives under uncertainty.
- Prioritizing initiatives across limited resources.
- Designing long-term growth strategies for new markets.

Course Content

Unit 1: Foundations of Strategic Planning

- Understanding the purpose and role of strategic planning.
- Exploring the core elements of vision, mission, and values.
- Distinguishing strategic planning from operational planning.
- Identifying key components of a comprehensive strategy framework.
- Reviewing the importance of strategic alignment within organizations.
- Examining planning cycles and long-term strategy horizons.
- Learning the benefits of structured, theory-based planning.
- Understanding the link between strategic thinking and organizational success.

Unit 2: Strategic Analysis and Environmental Assessment

- Reviewing internal analysis methods for assessing organizational capabilities.
- Evaluating external influences impacting competitive positioning.
- Applying environmental scanning tools for strategic insights.
- Identifying industry structure, market trends, and competitor behaviors.
- Understanding threats and opportunities in rapidly changing markets.
- Assessing organizational strengths and vulnerabilities.
- Mapping internal resources to strategic priorities.
- Building evidence-based assessments to inform strategy decisions.

Unit 3: Strategy Formulation and Development

- Learning models for formulating strategic alternatives.
- Structuring goals aligned with long-term growth priorities.
- Setting organizational direction using structured planning tools.
- Analyzing different strategic options based on feasibility.
- Prioritizing initiatives across business functions.
- Linking strategic choices to performance expectations.
- Developing strategic portfolios for organizational expansion.
- Creating strategies that respond to competitive and market dynamics.

Unit 4: Strategy Implementation and Execution

- Understanding challenges associated with strategy execution.
- Building implementation roadmaps for organizational teams.
- Defining performance benchmarks that support strategy delivery.
- Assigning responsibilities for strategic initiatives.
- Strengthening internal coordination across functional units.
- Managing resources aligned with key initiatives.
- Ensuring communication channels support execution clarity.
- Monitoring progress through structured performance reviews.

Unit 5: Strategic Evaluation, Performance, and Continuous Improvement

- Learning how to measure strategic performance effectively.
- Reviewing KPIs and tracking organizational progress.
- Evaluating strategy effectiveness based on data and insights.
- Identifying areas requiring corrective adjustments.
- Implementing feedback loops to refine long-term plans.
- Using risk assessments to enhance strategic resilience.
- Strengthening organizational learning within planning processes.
- Ensuring continuous improvement in strategy management practices.



Final Insights & Key Takeaways

This course provides a structured approach to building, implementing, and evaluating strategic plans that align with organizational objectives. Participants complete the program with enhanced capabilities for strategic thinking, long-term planning, and informed decision-making.