MERCURY

Strategic Business Development & Growth Planning

5 – 9 April 2027
Amsterdam (Netherlands)



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Ref: 16183_1085481 **Date:** 5 – 9 April 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction:

In today's highly competitive and rapidly changing business landscape, strategic business development and growth planning are essential for achieving sustainable success. This Strategic Business Development and Growth Planning course empowers professionals with the strategic mindset, planning frameworks, and actionable tools to identify, analyze, and capitalize on growth opportunities.

This Strategic Business Development and Growth Planning program emphasizes aligning strategic objectives with market realities, competitor movements, and internal capabilities to drive effective business growth. Participants will learn how to build data-driven strategies that drive profitability, expand market share, and boost long-term resilience.

With practical examples and expert-led insights, the Strategic Business Development and Growth Planning training course enables participants to turn concepts into actionable steps. It addresses how to manage uncertainty, build competitive advantages, and maintain adaptability in dynamic markets. Participants will lead growth-focused transformation within their organizations.

Targeted Groups:

This Strategic Business Development and Growth Planning training targets professionals seeking specialized knowledge and skills:

- Business development managers.
- Strategic planning officers.
- Corporate executives and C-level leaders.
- Entrepreneurs and startup founders.
- Sales and marketing directors.
- Financial analysts and corporate planners.
- Product development leaders.
- Organizational development professionals.
- Senior consultants in business advisory roles.
- Professionals aiming to shift into strategic roles.

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Course Objectives:

Participants will achieve the following objectives by completing the Strategic Business Development and Growth Planning course:

- Understand key growth strategy models and business development frameworks.
- Analyze both internal and external factors that affect strategic planning.
- Identify and evaluate market opportunities with data-driven insights.
- Set measurable strategic goals aligned with organizational objectives.
- Design effective business development plans to drive expansion.
- Apply techniques to monitor, adapt, and recalibrate strategies.
- Assess competitive landscapes to develop a winning value proposition.
- Develop agile responses to market volatility and disruption.
- Create a balance between innovation and long-term planning.
- Present and communicate strategic initiatives clearly to stakeholders.
- Lead strategic projects and manage change effectively.
- Align team performance with strategic growth objectives.
- Integrate risk mitigation strategies into growth planning.
- Evaluate the financial impacts of growth decisions.
- Drive stakeholder buy-in for strategic initiatives.
- Reflect critically on business growth processes for continuous improvement.

Targeted Competencies:

Participants will gain the following competencies during the Strategic Business Development and Growth Planning program:

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- Strategic analysis and market assessment.
- Business model evaluation and innovation.
- Data interpretation for growth planning.
- Goal setting and implementation design.
- Agile strategic thinking and problem-solving.
- Stakeholder communication and persuasion.
- Cross-functional leadership and collaboration.
- Forecasting and scenario planning.
- Risk-based decision-making.
- Performance monitoring and KPI management.

Course Content:

Unit 1: Fundamentals of Strategic Business Development:

- Define business development and its strategic importance.
- Differentiate between strategic planning and operational planning.
- Explore core components of a strategic growth plan.
- Understand market dynamics and industry evolution.
- Examine internal vs. external growth strategies.
- Identify key stages of the business development lifecycle.
- Discover the importance of competitive positioning in driving business growth.
- Introduction to SWOT, PESTEL, and Porter's Five Forces.
- Analyze current trends shaping global business growth.

Unit 2: Market Opportunity Identification and Strategic Positioning:

- Conduct detailed market segmentation and targeting.
- Map customer needs and align value propositions to meet their expectations.
- Evaluate unmet market demands using data analytics.
- Discover niche markets and innovation-driven opportunities.
- Use competitor analysis to define a unique market space.
- Learn the importance of blue ocean vs. red ocean strategies.
- Build and assess customer personas for strategic alignment.
- Develop strategies for geographic and sectoral expansion to drive growth.
- Prioritize markets based on risk, return on investment ROI, and capability.

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Unit 3: Designing Growth Strategies and Business Models:

- Create scalable business models with long-term viability.
- Use the Business Model Canvas for innovation.
- Evaluate organic vs. inorganic growth strategies.
- Integrate digital transformation into strategic development.
- Apply strategic partnerships, alliances, and M&A strategies.
- Leverage licensing, franchising, and outsourcing for growth.
- Identify and mitigate growth-related risks early.
- Align business model changes with customer behavior trends.
- Case studies on successful growth strategy execution.

Unit 4: Strategic Planning and Execution Roadmap:

- Translate strategic vision into actionable objectives.
- Develop a strategic roadmap with time-bound milestones that align with your objectives.
- Define SMART KPIs and performance indicators.
- Assign resources and responsibilities across departments.
- Build adaptive strategies for uncertain environments.
- Incorporate innovation and agility into planning.
- Monitor progress using scorecards and dashboards.
- Communicate plans effectively to internal stakeholders.
- Manage organizational resistance and ensure strategic alignment.

Unit 5: Monitoring, Scaling, and Sustaining Growth:

- Measure strategic performance with real-time metrics.
- Conduct periodic reviews and strategic audits.
- Adjust plans based on performance and market feedback to optimize results.
- Foster a culture of continuous improvement.
- Apply scaling frameworks for new markets or products.
- Address operational bottlenecks in growth execution.
- Evaluate the long-term sustainability of growth strategies.
- Leverage technology for performance tracking and reporting.
- Lead transformation with a strategic growth mindset.

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Final Insights & Key Takeaways:

This Strategic Business Development and Growth Planning course provides a structured pathway to mastering the strategic side of business development and long-term growth. It helps professionals move beyond ad hoc planning toward intentional, data-informed decision-making. Participants leave equipped with strategic tools to capitalize on opportunities and achieve impactful outcomes. It prepares leaders to thrive in evolving markets through focused, sustainable planning approaches.