MERCURY

Strategic Planning & Goal Setting: Setting Business Goals, Targets & Deliverables

23 – 27 November 2026
Madrid (Spain)



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Introduction to Strategic Planning and Goal-Setting

Effective strategic planning is essential to the future success of any organization. Nonetheless, much strategic planning needs more vision, often constituting little more than a straight-line extrapolation of the past into the future, which can be shortsighted and potentially disastrous in a rapidly changing world.

Accurate strategic planning is about positioning the organization for a future markedly different from the past by setting focused goals to establish and enhance competitiveness.

This strategic planning training course will serve as the essential management system to guide an organization into the future through meticulous goal-setting and strategic planning.

In this strategic planning and goal-setting course, participants will learn how to create a strategic workforce, how strategic planning affects the productivity of a business, and how to set strategic goals in the organization.

How does Strategic Planning Affect the Productivity of a Business?

Understanding how strategic planning influences productivity is crucial for organizations aiming to enhance their competitive position. Through methodologies introduced in this strategic planning and goal-setting course, such as assessing and improving strategic plans, participants will gain actionable insights into how strategic decisions impact efficiency and growth. An in-depth exploration of this topic will enable learners to contribute more effectively to their company's success.

Total Focus Goal-Setting Course

As an integral part of this comprehensive course, a module dedicated to full-focus goal-setting will instruct participants on setting and achieving personal and organizational objectives.

This goal-setting mastery course reflects the best practices in the industry, equipping professionals with the skills needed to set strategic goals that align with broader business objectives.

Targeted Groups

- Managers.
- Supervisors and team leaders.
- Human resources department.

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Course Objectives

After this strategic planning course, participants will be able to:

- Design visionary strategic plans.
- Translate strategic plans into tangible action plans.
- Examine a model for organizational and individual assessment.
- To avoid and learn from strategic successes and failures, gain insights into strategic planning problems.
- Understand the organizational life cycle.
- Engage in productive strategic workforce planning.
- Combine visionary, analytical, and creative thinking.
- Navigate the global business environment of the 21st century.
- Make strategic choices on the best use of finite resources.
- Improve preparedness for contingencies.
- Set challenging, realistic, and achievable targets.
- Measure performance and manage progress effectively.

Targeted Competencies

- Strategic planning.
- Business analysis.
- Decision making.
- Problem-solving.

Course Content

Unit 1: The Strategic Planning Process - Part 1

- Strategy - concept and significance.
- "Competitive Positioning" vs. "Blue Sky" approaches.
- Achieving competitive advantage through flexibility and agility.
- The interplay between strategy, structure, and business processes.
- Information gathering for SWOT analysis.
- Mini-cases and group discussion - "Cost versus Differentiation."

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Unit 2: The Strategic Planning Process - Part 2

- Crafting vision and mission statements - preparing for the future.
- Business analysis and contingency planning.
- Making strategic choices.
- Converting SWOT analysis into a "Strategy Matrix."
- Strategy formulation - programs, projects, policies.
- Strategy implementation - transforming the organization and managing change.

Unit 3: Assessing The Current State of The Organization

- Leadership and management related to strategy.
- Customer and market focus.
- Human resources and knowledge management.
- Building a strategic planning team.
- Effective process management for business results.
- Monitoring and measuring business performance.

Unit 4: Avoiding The Pitfalls of Strategic Planning

- Understanding the strategy life-cycle and the issue of strategic drift.
- Integrating innovative thinking within the organization.
- Mitigating the negative impacts of success.
- Avoiding "paralysis by analysis".
- Overcoming resistance to new ideas, denial of truth, and constrained thinking.
- Emphasizing the critical importance of team building and teamwork.

Unit 5: Personal Strategic Planning

- Applying strategic tools to individual goal-setting.
- Creating a personal strategic plan.
- Implementing change and achieving progress as a strategic manager.
- Navigating the competencies and skills required in 21st-century business.
- Breaking down and executing strategy.
- Developing inspiration and gathering support.
- Overcoming adversity and building on success.
- Conclusion - embracing a personal role in the strategic planning and goal-setting processes.