



Advanced Strategic Planning and Alignment

20 – 24 September 2027
Madrid (Spain)



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Ref: 15633_318005 **Date:** 20 – 24 September 2027 **Location:** Madrid (Spain) **Fees:** 6200 Euro

Introduction:

This Advanced Strategic Planning and Alignment Best Practices course goes beyond traditional approaches by delving into advanced techniques and best practices that drive organizational success through strategic alignment. Participants will explore strategic planning models, learn how to foster alignment across departments, and gain proficiency in adapting strategies to meet evolving market demands.

In this Advanced Strategic Planning and Alignment Best Practices program, participants will engage in practical exercises, case studies, and interactive discussions to enhance their strategic thinking, decision-making, and leadership capabilities. They will understand the intricacies of strategic alignment and implement strategic plans that drive tangible results and foster long-term organizational resilience.

Strategic alignment ensures that IT efforts support and enhance the organization's goals. This Advanced Strategic Planning and Alignment Best Practices course addresses best practices for effective IT alignment and strategic planning. It provides participants an alignment model of strategic planning, operations, and improved performance. Graduates will align IT initiatives with business objectives, ensuring their technological investments contribute to the company's strategic direction.

Targeted Groups:

- Senior Executives.
- Strategic Planning Managers.
- Project Managers.
- Business Analysts.

Course Objectives:

At the end of this Advanced Strategic Planning and Alignment Best Practices course, the participants will be able to:

- Develop comprehensive strategic plans aligned with organizational goals.
- Implement effective alignment strategies across departments and teams.
- Utilize advanced tools and techniques for strategic alignment.
- Evaluate and adapt strategic plans in response to changing environments.

Targeted Competencies:

Participants competencies in this Advanced Strategic Planning and Alignment Best Practices training will:

- Strategic Thinking.
- Decision Making.
- Communication and Collaboration.
- Problem-Solving.
- Change Management.

Course Content:

Unit 1: Strategic Planning Foundations:

- Understanding Strategic Planning Models.
- Analyzing Organizational Vision and Mission Statements.
- Conducting SWOT and PEST Analysis for Strategic Insights.
- Setting SMART Goals and Objectives.

Unit 2: Aligning Strategy with Organizational Goals:

- Defining Key Performance Indicators KPIs for Alignment.
- Creating a Balanced Scorecard Approach.
- Integrating Strategy Maps for Visual Alignment.
- Case Studies on Successful Alignment Practices.

Unit 3: Stakeholder Engagement and Communication:

- Identifying Stakeholder Needs and Expectations.
- Strategies for Effective Stakeholder Communication.
- Building Consensus and Managing Resistance.
- Using Feedback Loops for Continuous Improvement.

Unit 4: Implementing and Monitoring Strategic Plans:

- Developing Action Plans and Timelines.
- Allocating Resources and Budgets Effectively.
- Monitoring Progress and Performance Indicators.
- Adjusting Strategies in Response to Performance Metrics.

Unit 5: Leading Change and Sustainability:

- Leading Strategic Change Initiatives.
- Ensuring Sustainability of Strategic Plans.
- Building a Culture of Strategic Alignment.
- Innovating and Adapting Strategies for Future Success.