



Strategic Planning and Business Strategy Management

11 – 15 January 2027
Amsterdam (Netherlands)



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Introduction:

In the Strategic Planning and Business Strategy Management course, participants strive to have an extensive understanding of the tools to craft effective and innovative strategies for achieving organizational goals and heightening competitiveness in ever-changing markets. Our discussions will delve into the essence of strategic planning management, elucidate its definition, and detail its entails.

Participants will investigate strategic planning management systems and their implementation. They will gain insights into business strategy management and its immense benefits. The Strategic Planning and Business Strategy Management course delves into strategic planning concepts, including scrutinizing internal and external environments, articulating strategic goals, and devising precise execution plans.

Consider performance management tactics and monitoring progress to safeguard desired outcomes while tackling potential obstacles. Through a series of practical examples and case studies, participants will be able to apply the theories and techniques acquired, thus bolstering their capacity to make strategic decisions that significantly contribute to the prosperity of their organizations.

Targeted Groups:

This Strategic Planning and Business Strategy Management course is designed for:

- Strategic Planning Managers are intent on formulating efficacious strategies and refining processes.
- Project Managers eager to augment their strategy management abilities and realize project objectives.
- Executive Leaders who aspire to amplify the strategic foresight of their teams and organizations.
- Strategic Consultants who seek to amplify their proficiency in offering advanced strategic advice.
- Small and Medium Business Owners aim to contrive sustainable growth strategies, focusing on strategic planning and business development.
- Strategic Analysts need cutting-edge instruments and methodologies for strategic examination.
- Business Development Officers are determined to improve their strategic expansion and growth competencies.
- Change Management Professionals desire effective tools for steering strategic transformations successfully.

Course Objectives:

At the end of this Strategic Planning and Business Strategy Management course, participants are expected to:

- Grasp the foundational principles and practices of strategic planning and business policy and employ them across varied organizational contexts.
- Conduct thorough analyses of organizations' internal and external environments to pinpoint strategic vistas and impediments.
- Hone the skills necessary to outline lucid and feasible strategic goals.
- Discern techniques for fashioning potent strategies that resonate with the organization's vision and ambitions.
- Master the management of performance and vigilance over the strategy execution to certify the realization of anticipated results.
- Direct and expedite strategic transformations with success to actualize preset objectives.
- Polish strategic decision-making competencies through the scrupulous analysis of data and information.
- Allocate financial resources adroitly to buttress and effectuate strategies.
- Advance strategic communication proficiencies to articulate strategies distinctly and convincingly to pertinent teams.
- Identify, appraise, and navigate risks linked with strategy execution.

Targeted Competencies:

In this Strategic Planning and Business Strategy Management training, participants will develop skills in the competencies:

- Strategically analyze the environment and appraise internal and external factors of the organization.
- Defining strategic objectives distinctly to fulfill the organization's vision.
- Creating strategies to enhance performance and achieve targets.
- Supervising performance and tracking strategy execution to guarantee expected outcomes.
- Administering change and piloting strategic shifts with triumph.
- Strategic decisions are framed on precise data and information evaluation.
- Strategic fiscal planning and resource allocation to back up strategic initiatives.
- Clarity in strategic communication and presenting strategies effectively to stakeholders.
- Risk management identifies, evaluates, and moderates risks inherent to strategic endeavors.

Course Content:

Unit One: Strategic Thinking and Planning:

- The Strategy Journey as a pathway to business strategy and planning.
- Embracing the Strategic Management Process.
- Distinguishing between Strategic Thinking vs. Strategic Planning.
- Capitalizing on Strategic Management as a lever.
- Dispelling Common Misconceptions about Strategy.

Unit Two: Strategic Thinking: Key Approaches for Excellence and Innovation:

- The bedrock of Sustaining Strategic Thinking.
- Imperatives for Strategic Thinking Prowess.
- Defining Terms in Strategic Thinking.
- Frameworks for Strategic Planning and Thinking.
- The Strategic Orientation Matrix and its Application.
- Engaging with Case Studies and Practical Exercises.

Unit Three: Environmental Analysis:

- Porter's Five Forces.
- Creating and Capturing Value.
- Conducting a SWOT Analysis.
- Internal Strengths of the Organization.
- Internal Weaknesses of the Organization.
- External Opportunities.
- External Threats.
- Fundamentals of PEDESTL Analysis Frameworks.

Unit Four: Evaluating Strategic Options:

- Competitive Strategy and its Three Core Objectives.
- The Strategy Pyramid in Constructing Strategic Planning Management.
- Exploring Porter's Generic Competitive Strategies.
- Dissecting the Value Chain for Strategic Insight.
- Pioneering Innovation in the Industrial Value Chain.
- The Quest for Developing Competitive Advantage.

Unit Five: Strategic Objectives, Key Performance Indicators, and Targets:

- Ensuring Organizational Strategic Alignment with business strategy and planning.
- Crafting Effective Strategic Objectives.
- Harnessing the Balanced Scorecard Technique.
- Implementing Key Performance Indicators KPIs for Strategy Management.
- The Traits of Effective KPIs.
- Formulating Various Types of KPIs.
- Setting SMART Targets in Strategic Planning.

Unit Six: Developing Operational Plans:

- Bridging the Gap from Vision to Action Plan.
- Criteria for Action Plans that Drive Success.
- Initiating Strategic Endeavors is the process of determining what business strategy and planning are.
- Constructing Departmental Plans That Align with Business Strategy Management.
- The Art of Strategy Management and Execution.
- The Control Methodology Approach.
- The Deployment of Key Performance Indicator Dashboards for Strategic Oversight.