MERCURY

Strategic Thinking, Planning, and Execution

10 – 14 January 2027
Amman (Jordan)



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Ref: 15871_336163 **Date:** 10 – 14 January 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction:

Strategic thinking, planning, and execution form the cornerstone of successful organizational leadership and management. These interconnected processes empower individuals and teams to envision long-term goals, devise actionable plans, and execute them precisely to achieve measurable outcomes. Strategic thinking involves analyzing complex environments, identifying opportunities, and fostering innovative solutions. Planning translates vision into structured action plans, effectively aligning resources and priorities. Execution ensures the seamless implementation of these plans, bridging the gap between strategy and results.

Mastering these skills enables organizations to navigate challenges, capitalize on opportunities, and maintain a competitive edge in a dynamic and ever-evolving business landscape. This Strategic Thinking, Planning, and Execution course empowers professionals with strategic thinking skills to navigate complex business environments. Participants will explore the concepts of strategic thinking and planning, their definitions, and the importance of strategic thinking in achieving organizational success.

Participants in this Strategic Thinking, Planning, and Execution program emphasize critical thinking in strategic planning and introduce a framework to enhance decision-making processes. They will gain creative and strategic thinking capabilities to develop and implement effective strategies. Strategic thinking, planning, and execution are benefits of strategic thinking, as they focus on actionable strategies and their alignment with business goals.

Attendees will learn why strategic thinking is important, its benefits, and how to create a development plan to drive innovation and growth. Mastering strategic thinking and planning skills will enhance participants' ability to lead teams, set priorities, and deliver results. This Strategic Thinking, Planning, and Execution training ensures leaders can execute plans precisely while adapting to changing business dynamics.

Targeted Groups:

- Senior executives and leaders.
- Managers and team leaders.
- Strategic planners and analysts.
- Project managers and coordinators.
- Business consultants and advisors.
- Entrepreneurs and business owners.
- Policymakers and decision-makers.
- Professionals involved in organizational transformation.

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Course Objectives:

At the end of this Strategic Thinking, Planning, and Execution course, the participants will be able to:

- Develop a strategic mindset for long-term success.
- Learn how to analyze and assess complex business environments.
- Master the process of setting clear, measurable goals.
- Create actionable plans to achieve organizational objectives.
- Enhance decision-making skills for better strategic outcomes.
- Implement strategies effectively with resource optimization.
- Monitor and evaluate the execution of strategic plans.
- Foster adaptability and innovation in strategic planning.
- Strengthen leadership capabilities in driving strategic initiatives.

Targeted Competencies:

By the end of this Strategic Thinking, Planning, and Execution training, the participant's competencies will:

- Strategic vision development.
- Analytical and critical thinking.
- Goal setting and prioritization.
- Problem-solving and decision-making.
- Effective communication and collaboration.
- Change management and adaptability.
- Resource allocation and optimization.
- Execution and performance monitoring.

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Course Content:

Unit 1: Introduction to Strategic Thinking:

- Understanding the importance of strategic thinking in leadership.
- Identifying key elements of strategic thinking: vision, mission, and values.
- Analyzing external and internal business environments.
- Developing a forward-thinking mindset to anticipate future challenges.
- Recognizing the role of innovation and creativity in strategy.
- Using SWOT analysis to assess strengths, weaknesses, opportunities, and threats.
- Encouraging long-term thinking over short-term solutions.
- Cultivating a culture of strategic awareness across teams.

Unit 2: Strategic Planning Frameworks:

- Introduction to popular strategic planning models e.g., Balanced Scorecard, Porter's Five Forces.
- Setting SMART Specific, Measurable, Achievable, Relevant, Time-bound objectives.
- Aligning organizational goals with strategic priorities.
- Developing a roadmap for strategic initiatives.
- Identifying key performance indicators KPIs for measuring success.
- The role of stakeholders in the planning process.
- Balancing flexibility and structure in planning.
- Adapting planning models to suit different organizational sizes and industries.

Unit 3: Effective Decision-Making for Strategic Execution:

- Understanding decision-making processes in strategic contexts.
- Identifying different decision-making models e.g., rational, intuitive, and collaborative.
- Balancing data-driven decisions with creative insights.
- Managing uncertainty and risk in strategic choices.
- Applying decision matrices and frameworks for complex problems.
- Involving the right stakeholders in decision-making.
- Navigating through trade-offs between long-term goals and short-term actions.
- Enhancing critical thinking and problem-solving skills.

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Unit 4: Execution of Strategic Plans:

- Translating strategic goals into actionable tasks and initiatives.
- Prioritizing tasks based on urgency and impact.
- Aligning resources human, financial, technological with strategic objectives.
- Ensuring cross-functional collaboration for seamless execution.
- Overcoming barriers to execution, such as resistance to change and resource constraints.
- Using project management tools to track progress.
- Monitoring performance against KPIs and making adjustments.
- Fostering a culture of accountability in execution.

Unit 5: Evaluating and Adjusting Strategic Plans:

- Techniques for assessing the effectiveness of strategic initiatives.
- Analyzing performance data and feedback to measure success.
- Identifying areas for improvement and course correction.
- The role of continuous learning and innovation in strategy.
- Adjusting strategies in response to market changes or internal shifts.
- Incorporating feedback loops to refine strategic processes.
- Measuring long-term impact on organizational growth and sustainability.
- The importance of agility in the strategic execution cycle.