



Business Strategy & Planning for Managers

26 – 30 October 2026
Madrid (Spain)



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Introduction

The Business Strategy & Planning for Managers course provides professionals with essential tools to design, implement, and evaluate effective business strategies. Participants will explore methods to align organizational goals with strategic planning processes. The course emphasizes practical frameworks for decision-making, market analysis, and resource allocation. It offers insights into competitive positioning and long-term business growth. Participants will develop skills to anticipate market trends and respond proactively. This program combines theoretical knowledge with practical applications to enhance managerial effectiveness and strategic thinking.

Targeted Groups

This Business Strategy & Planning for Managers course targets professionals seeking specialized knowledge and skills:

- Mid-level and senior managers aiming to refine strategic planning capabilities.
- Business analysts are involved in corporate growth initiatives.
- Department heads are responsible for operational alignment with strategy.
- Project managers need strategic oversight skills.
- Entrepreneurs and business owners are planning long-term growth.
- Professionals in corporate planning, finance, or consulting roles.

Course Objectives

Participants will achieve the following objectives by Business Strategy & Planning for Managers:

- Develop strategic thinking and planning skills.
- Analyze market trends to inform business decisions.
- Align operational activities with organizational objectives.
- Apply tools for resource allocation and performance monitoring.
- Design actionable strategies for competitive advantage.
- Enhance decision-making under uncertainty.
- Improve cross-functional collaboration and team leadership.
- Implement strategic initiatives effectively.
- Evaluate outcomes to ensure continuous improvement.

Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic analysis and problem-solving abilities.
- Effective business planning and forecasting skills.
- Understanding of market and competitive dynamics.
- Resource management and prioritization.
- Decision-making in complex business scenarios.
- Leadership in strategy implementation.
- Communication and presentation of strategic plans.
- Risk assessment and mitigation strategies.
- Monitoring and evaluation of business performance.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Creating a five-year strategic plan for a growing enterprise.
- Evaluating market expansion opportunities for a product line.
- Resolving resource allocation conflicts in cross-functional teams.
- Analyzing competitor strategies and adjusting business plans.
- Responding to sudden market disruptions with strategic initiatives.
- Designing KPIs to measure strategic performance.
- Aligning departmental objectives with overall corporate goals.

Course Content

Unit 1: Fundamentals of Business Strategy

- Definition and importance of business strategy.
- Overview of strategic planning processes.
- Linking organizational vision with strategic objectives.
- Understanding market dynamics and competitive analysis.
- Core strategic frameworks for managers.
- SWOT and PESTEL analysis applications.
- Setting measurable business goals.
- Evaluating strategic priorities for resource allocation.

Unit 2: Strategic Analysis and Market Assessment

- Identifying market trends and opportunities.
- Tools for competitor and industry analysis.
- Customer segmentation and value proposition.
- Risk assessment in strategic decision-making.
- Financial implications of strategic choices.
- Scenario planning for uncertain markets.
- Using data for strategic insights.

Unit 3: Planning and Implementation

- Developing actionable strategic plans.
- Aligning operations with strategic goals.
- Resource management for effective implementation.
- Cross-functional collaboration strategies.
- Establishing KPIs and performance metrics.
- Change management in strategy execution.
- Monitoring progress and adjusting plans.

Unit 4: Leadership and Decision-Making

- Leading teams in strategy execution.
- Decision-making frameworks for managers.
- Handling uncertainty and complex scenarios.
- Negotiation and stakeholder management.
- Enhancing communication of strategic plans.
- Motivating teams for strategic alignment.
- Ethical considerations in business strategy.

Unit 5: Evaluation and Continuous Improvement

- Measuring strategic outcomes and performance.
- Feedback mechanisms for ongoing improvement.
- Benchmarking against industry standards.
- Revising strategies based on performance data.
- Risk management and contingency planning.
- Sustaining competitive advantage over time.
- Preparing future strategic initiatives.

Final Insights & Key Takeaways

Participants will leave with practical tools for designing and implementing effective business strategies. They will gain confidence in aligning operations with organizational objectives and driving long-term growth.