



Strategic Planning and Business Strategy Management

03 - 07 Aug 2025
Amman (Jordan)



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Ref.: 15704_321558 **Date:** 03 - 07 Aug 2025 **Location:** Amman (Jordan) **Fees:** 3200 **Euro**

Introduction:

In the course "Strategic Planning and Business Strategy Management," our goal is to equip participants with the knowledge and tools needed to develop effective and innovative strategies to achieve organizational objectives and enhance competitiveness in dynamic markets. The course will cover fundamental strategic planning concepts, including internal and external environment analysis, setting strategic goals, and developing clear execution plans. We will also review performance management strategies and progress monitoring to ensure desired outcomes and overcome potential challenges. Through practical examples and case studies, participants can apply the methods and techniques learned, enhancing their ability to make informed strategic decisions that contribute to their organizations' success.

Targeted Groups:

- Strategic Planning Managers interested in developing effective strategies and improving processes.
- Project Managers seek to enhance their strategy management skills and project goal achievement.
- Executive Leaders aim to improve the strategic vision of their teams and organizations.
- Strategic Consultants need to enhance their expertise in providing advanced strategic consulting.
- Small and Medium Business Owners are looking to build sustainable growth strategies.
- Strategic Analysts require advanced tools and techniques for strategic analysis.
- Business Development Officers aiming to enhance their skills in strategic expansion and growth.
- Change Management Professionals need tools to guide strategic changes successfully.

Course Objectives:

At the end of this course, participants will be able to:

- Understand the fundamentals and principles of strategic planning and how to apply them in various organizational settings.
- Learn how to analyze the internal and external environment of the organization to identify strategic opportunities and challenges.
- Acquire the skills needed to develop clear and actionable strategic goals.
- Recognize methods for formulating effective strategies aligned with the organization's vision and objectives.
- Gain the ability to manage performance and monitor strategy implementation to ensure expected results.
- Learn how to guide and facilitate strategic changes successfully to achieve desired goals.
- Improve strategic decision-making skills through data and information analysis.
- Learn how to allocate financial resources effectively to support and implement strategies.
- Enhance strategic communication skills to clearly and effectively convey strategies to relevant teams.
- Gain the ability to identify, evaluate, and manage risks associated with strategy

implementation.

Targeted Competencies:

- Analyzing the strategic environment and assessing internal and external factors affecting the organization.
- Clearly defining strategic goals to achieve the organization's vision.
- Developing effective strategies to improve performance and achieve objectives.
- Managing performance and monitoring strategy implementation to ensure desired results.
- Managing change and guiding strategic changes successfully.
- Making strategic decisions based on accurate analysis of information and data.
- Strategic financial planning and allocating resources to support strategies.
- Strategic communication and conveying strategies clearly and effectively to relevant teams.
- Risk management and identifying, evaluating, and managing risks associated with strategies.

Course Content:

Unit One: Strategic Thinking and Planning:

- The Journey of Strategy.
- The Strategic Management Process.
- Strategic Thinking vs. Strategic Planning.
- Leveraging Strategic Management.
- Common Misconceptions about Strategy.

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

- Sustaining Strategic Thinking.
- Requirements for Sustaining Strategic Thinking.
- Key Terms Used in Strategic Thinking.
- The General Framework for Strategic Planning and Thinking.
- Strategic Orientation Matrices.
- Case Studies and Practical Applications.

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:

- The Three Main Objectives of Competitive Strategy.
- The Strategy Pyramid.
- Porter's Generic Competitive Strategies.
- The Value Chain.



- Innovation in the Industrial Value Chain.
- Developing Competitive Advantage.

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

- Ensuring Organizational Strategic Alignment.
- Developing Effective Strategic Objectives.
- Using the Balanced Scorecard.
- Utilizing Key Performance Indicators KPIs.
- Characteristics of Effective KPIs.
- Developing Different Types of KPIs.
- Setting SMART Targets.

Unit Six: Developing Operational Plans:

- From Vision to Action Plan.
- Criteria for Effective Action Plans.
- Developing Strategic Initiatives.
- Creating Departmental Plans.
- Strategy Management and Execution.
- Control Methodology.
- Key Performance Indicator Dashboard.



**Registration form on the :
Strategic Planning and Business Strategy Management**

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