



Management And Leadership

Strategic Thinking and Planning Masterclass

Course Introduction

This course will enlighten professionals in finding a way to translate strategic objectives and intentions into operational components, plans, procedures, and systems that enable the successful execution of the strategy by front-line managers and employees.

Target Audience

- C-Level Executives (CEOs, COOs, CFOs, CSOs)
- Senior Managers & Directors
- Business Strategists & Planners
- Corporate Development Executives
- Entrepreneurs & Business Owners
- Management Consultants
- Department Heads & Team Leaders
- Policy Makers & Government Officials

Learning Objectives

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

- Identify the difference between good and bad strategies
- Improve the performance of an existing company/division/department when faced with major change in business conditions
- Balance financial and non-financial objectives and goals
- Grow an existing company/division/department
- Align all activity to focus on the strategic goals and not be distracted by less important issues

Course Outline

• 01 Day One

Get introduced to Strategic thinking:

- The essence of strategy: core concept and definition of terms
- From Values to results: understanding company's values, vision, mission & objectives
- The difference between good strategy and bad strategy
- How we think strategically
- Analytical vs Creative thinking

• 02 Day Two

Strategic thinking and making things happen:

- Understanding the distinctions between strategy, operations, and tactics
- Leadership and management, comparing the strategic and operational levels
- Strategic and operational goals – the significance and difference
- Two key roles:
 - Chief Executive Officer
 - Chief Operating Officer

• 03 Day Three

Strategic planning – the power of business analysis:

- Understanding the concepts of:
 - Corporate strategy
 - Business strategy
 - Business model
- Understanding the impact of Globalization
- Cost-based strategies versus differentiation-based strategies
- Competitive strategy and 'blue sky' alternatives

• 04 Day Four

Strategy tool: The Golden Circle:

- Turning the strategy into actionable plans
- Introduction of Golden Circle
 - What is it for?
 - How to use?

• 05 Day Five

Bringing it all together:

- Managing implementation – effective execution of strategy
- Stakeholders and communications
- Building a strategy/business planning team
- The future of strategic management

A Take-Home Action Plan:

- I will Stop ...
- I will Continue ...
- I will start

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 9, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Dec. 15, 2025	Dec. 19, 2025	5 days	4250.00 \$	UAE - Dubai