



Management And Leadership

**Certified Strategic Planning Professional**

## Course Introduction

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Every organization needs to have a specific vision, set of goals, aims and objectives as it gives direction to the organization to attain the pinnacle of growth and success. With all the attributes and ethics to the formulation of these, it is quite crucial for any management to embrace the facet of strategic planning. This process of planning purposefully to reach certain measures in all aspects of management is directly challenging to organizational leaders and executives. Organizational leaders and executives are mandated to have the strategic thinking and leadership skills in order to successfully create and implement the plan.

This 5-day BOOST training course is designed to provide participants with relevant concepts on strategic planning allowing them to gain skills on how to face and address the challenges of effective strategic plan implementation. Participants will be able to identify and assess critical strategic issues and opportunities for their respective organization.

## Target Audience

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- C-Level Executives (CEOs, COOs, CFOs, CSOs)
- Senior Managers & Directors
- Strategy & Business Development Professionals
- Corporate Planners & Policy Makers
- Project & Program Managers
- Innovation & Change Management Leaders
- Consultants & Advisors in Strategic Planning

# Learning Objectives

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

- Identify the competencies and capabilities of strategically agile and effective management and organization.
- Gain awareness and understanding about the significance of transformational change.
- Formulate a strategic roadmap through a clear vision, mission and statement of strategic intent.
- Understand and recognize the internal and external factors affecting the organization in order to develop an advanced strategic plan.
- Enhance strategic leadership thinking, management and style.
- Effectively prepare, motivate and guide the organization, unit or team towards the vision.

## Course Outline

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### • 01 Day One

#### **The Strategic Process**

- The limits of today's strategic decision-making process
- The Four Levels of Uncertainty chart
- The VIP model of strategic leadership
- Understanding the strategic leadership competencies – intellect, management and behaviour
- Formulating strategic vision, expressing strategic intent and creating a sense of mission
- Analyzing existing strategic issues and opportunities

#### **Understanding Strategic Models and Paradigms**

- Common models and frameworks for strategic planning
- Developing strategic roadmap
- Identifying the characteristics of strategic agility
- Leveraging strategic competencies and capabilities

### • 02 Day Two

## **The Five “I”s of Strategic Planning**

- The 1st “I”: Issues
  - Strategic management diagnostic tools
- The 2nd “I”: Imagination
  - The futility of forecasting
  - An introduction to scenario theory
  - The categories of strategic assumptions
  - Generating and analyzing scenarios
- The 3rd “I”: Intent
  - A strategy temple: An (adaptable) visual and clear outcome
  - Asking the right questions and figuring out the right answers
- The 4th “I”: Innovation
  - Strategic maps and dashboards: Organizational to individual
  - Treating objectives in a strategic map
- The 5th “I”: Impact
  - Defining key performance indicators (KPIs) and targets
  - Driving down to accountability by monitoring performance
  - Execution: The successful characteristics

### **• 03 Day Three**

#### **Effective Strategic Implementation**

- Understanding and dealing with resistance to change
- Generating a “To do” list
- Ensuring decisions are implemented
- Strategic and operational focus: A balancing act
- Strategic Implementation tools and frameworks
- Structures and systems for strategic agility and performance
- Key Elements for Implementation
- Strategic horizon and the 7S framework
- Measurement, analysis and knowledge management

### **• 04 Day Four**

#### **Strategic Leadership**

- Advanced Strategic Planning: Preparing for the future
- Leadership qualities, styles and practices for strategic leadership
- Strategic Thinking and Planning
- Key elements of managing people and performance
- Developing inspiration and motivation
- Assessing leadership personal and other leadership style
- Communicating the roadmap and gathering support

## • 05 Day Five

### Driving Strategic Performance and Success

- Transformational change versus change management
- The fundamentals of communicating transformational change
- Approaches to transformational change
- Monitoring and adjustment
- Balancing the focus on performance and management
- Maximizing organizational learning and knowledge to embed strategic success

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 11, 2025	May 15, 2025	5 days	4250.00 \$	KSA - Riyadh
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Dec. 29, 2025	Jan. 2, 2026	5 days	5950.00 \$	USA - Texas