



Management And Leadership

Strategic Planning and Execution Masterclass

Course Introduction

This training program is designed to equip leaders with the skills and knowledge to develop, implement, and execute strategic plans that drive growth and ensure sustainable success.

Participants will explore the key elements of strategic planning, from understanding external and internal environments to formulating and executing effective strategies.

Through case studies, practical exercises, and group activities, they will gain a deep understanding of how to create actionable plans, foster strategic thinking within their teams, and lead their organizations through periods of change.

Target Audience

- Mid- to Senior-Level Managers who are responsible for strategic planning or execution within their departments or organizations.
- Team Leaders and Department Heads aiming to improve their strategic thinking and leadership capabilities.
- Aspiring Executives who are preparing to take on more strategic roles within their organizations.
- Business Owners and Entrepreneurs seeking to drive growth and long-term sustainability through structured planning.
- Project and Program Managers involved in aligning projects with broader organizational strategies.

Learning Objectives

- Understand the strategic planning process and its importance in achieving organizational goals.
- Analyze internal and external environments using frameworks such as SWOT, PESTEL, and Porter's Five Forces to identify opportunities and threats.
- Develop a clear and compelling vision, mission, and set of core values that align with organizational objectives.
- Formulate effective strategies using models such as Porter's Generic Strategies, Blue Ocean Strategy, and growth strategies, ensuring they are aligned with long-term goals.
- Set strategic objectives and KPIs that are measurable, realistic, and aligned with the organization's goals.
- Implement strategic plans efficiently, converting objectives into actionable operational plans and ensuring resource allocation and prioritization.
- Lead through strategic communication by effectively cascading strategy across the organization and ensuring team alignment.
- Drive execution excellence by utilizing performance tracking tools like Balanced Scorecards and Gantt Charts.
- Manage organizational change by applying change management models and overcoming resistance to ensure the successful execution of strategies.
- Monitor and evaluate strategic initiatives using KPIs and dashboards, making necessary adjustments to stay on course.
- Foster innovation and sustainability by planning for future growth while balancing short-term and long-term objectives.

Course Outline

- DAY 01

Introduction to Strategic Planning:

- Understanding Strategic Planning.

- The role of strategic planning in organizational success.
- Strategic Thinking vs. Strategic Planning.
- Fostering strategic thinking within leadership teams.
- Overview of the strategic planning cycle.
- Common frameworks (SWOT, PESTEL, Porter's Five Forces).
- **Case Studies:** Examples of successful strategic plans in different industries.

Environmental Scanning and Competitive Analysis:

External Environment Analysis:

- PESTEL analysis (Political, Economic, Social, Technological, Environmental, Legal).
- Identifying trends and shifts in the industry.
- Internal Environment Analysis:
- Internal resource and capability assessment (VRIO framework).
- Identifying organizational strengths and weaknesses.
- Competitive Analysis:
- Using Porter's Five Forces to assess competitive dynamics.
- Benchmarking against competitors.
- Practical application: Conducting an environmental scan for participants' organizations.

• Day 02

Strategy Formulation and Selection:

- Strategy Formulation Models.
- Porter's Generic Strategies.
- Blue Ocean Strategy.
- Growth strategies.
- Selecting the Right Strategy.
- Evaluating different strategies for fit and feasibility.
- Scenario planning and strategy adaptation.
- Group Activity.

Developing Vision, Mission, and Values:

- Importance of a clear, inspiring vision
- Techniques for developing a long-term vision
- The role of a mission statement in guiding organizational strategy
- Writing mission statements that reflect organizational goals (Practical application).
- Defining core values that align with strategic objectives.
- Ensuring organizational culture reflects these values.

• Day 03

Setting Strategic Objectives and KPIs:

- Characteristics of effective strategic objectives (SMART goals).
- Aligning objectives with organizational goals and vision.
- Establishing Key Performance Indicators (KPIs).
- Importance of measurable goals.
- Selecting appropriate KPIs for tracking progress.
- Practical application.

Strategy Implementation:

- Translating Strategy into Action.
- Converting strategic objectives into operational plans.
- Resource allocation and prioritization.
- Execution Excellence.
- Techniques for driving accountability and execution discipline.
- Monitoring and controlling strategic initiatives.

- Using project management and performance tracking tools (Balanced Scorecard, Gantt Charts, etc.).
- Practical Application.

• Day 04

Communication and Alignment:

- Effective communication techniques for cascading strategy across the organization.
- Engaging and aligning teams with the strategic vision.
- Building Alignment Across Teams.
- Ensuring cross-functional collaboration and buy-in.
- Role of leadership in maintaining alignment during execution.
- Practical application.

Strategic Leadership and Change Management:

- Role of leaders in strategy development and execution.
- Leading through influence and vision.
- Models for managing organizational change (Kotter's 8-Step Change Model, ADKAR Model).
- Overcoming resistance to change.
- Building Strategic Agility.
- Adapting to unforeseen changes in the business environment.
- **Practical application:** Developing a change management plan for a strategic initiative.

• Day 05

Monitoring, Evaluation, and Adjusting Strategy:

- Monitoring and Evaluating Progress.
- Tracking performance against KPIs.
- Using dashboards and reports for continuous monitoring.
- Reviewing and Adjusting Strategy.

- When and how to adjust strategies in response to changing conditions.
- Implementing feedback loops for continuous improvement.
- Examples of real-life strategy adjustments and their outcomes.

Strategic Planning for Future Growth:

- Exploring opportunities for innovation and growth.
- Using foresight and trend analysis for future planning.
- Sustaining Long-Term Success.
- Balancing short-term results with long-term sustainability.
- Strategic risk management.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 9, 2025	June 13, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
July 7, 2025	July 11, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Sept. 7, 2025	Sept. 11, 2025	5 days	4250.00 \$	KSA - Riyadh
Oct. 27, 2025	Oct. 31, 2025	5 days	4950.00 \$	England - London
Oct. 27, 2025	Oct. 31, 2025	5 days	4950.00 \$	England - London