



Management And Leadership

Certified Strategy & Business Planning Professional (CSBP)

Course Introduction

This advanced-level program equips professionals with the knowledge, frameworks, and tools required to design, implement, and lead effective strategy and business planning processes. Participants will explore world-class practices in strategic formulation, environmental scanning, organizational alignment, and execution governance. Through applied exercises, real-world cases, and a comprehensive capstone project, the program ensures participants can translate theory into impactful action within their organizations.

Target Audience

- Strategy professionals and business planners
- Corporate performance managers and KPI specialists
- Heads of departments and business unit leaders
- Consultants and project managers involved in strategic projects
- Executives seeking to strengthen their organization's strategic agility and alignment
- Professionals preparing for or transitioning into strategic leadership roles

Learning Objectives

- Understand and apply comprehensive models for strategic thinking and planning.
- Conduct advanced internal and external environmental analyses using modern tools (e.g., SWOT, PESTEL, Porter's Five Forces).
- Design growth strategies and translate them into actionable strategic objectives and KPIs.
- Cascade strategy effectively across departments and align business functions.
- Build governance frameworks to monitor, evaluate, and refine strategic plans.
- Integrate performance management systems for strategy execution.

- Develop and present a complete strategic plan aligned with business goals and industry trends.

Course Outline

- **DAY 01**

Strategic Thinking and Organizational Identity

- Introduction to strategy and strategic planning models
- Role of strategic thinking in complex, dynamic environments
- Defining mission, vision, and organizational values
- Setting long-term goals and strategic intent
- Understanding strategic alignment and stakeholder impact

- **Day 02**

Environmental and Competitive Analysis

- Internal analysis: capabilities, resources, structure, and value chains
- External analysis: PESTEL, market trends, and global forces
- Porter's Five Forces for industry analysis
- SWOT and TOWS integration into planning
- Scenario planning and stress-testing strategies

- **Day 03**

Strategy Formulation and Growth Planning

- Evaluating strategic options: organic, inorganic, and diversification growth
- Strategic positioning: cost leadership, differentiation, focus
- Setting strategic objectives and key results (OKRs/KPIs)
- Designing the strategy map and initiative portfolio
- Strategic risk identification and mitigation approaches

- **Day 04**

Cascading Strategy and Departmental Planning

- Strategy cascading techniques: from corporate to team-level
- Linking goals, KPIs, and departmental scorecards
- Aligning strategy with budgeting and resource allocation

- Integrating innovation and digitalization into strategic plans
- Managing cross-functional alignment and strategic communication

- **Day 05**

Strategy Execution, Governance, and Evaluation

- Strategy execution frameworks and governance structures
- Strategy review cycles and performance monitoring systems
- Role of dashboards and business intelligence tools
- Change management and communication planning for execution

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 8, 2025	Sept. 12, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Nov. 30, 2025	Dec. 4, 2025	5 days	4250.00 \$	KSA - Riyadh
Nov. 24, 2025	Nov. 28, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 29, 2025	Oct. 3, 2025	5 days	4250.00 \$	UAE - Dubai