



Internationally Certified Training Programs

Strategic Management and Planning Masterclass (CPD Certified)

Course Introduction

We couldn't agree more with Henry A. Kissinger when he said "If you do not know where you are going, every road will get you nowhere".

If your organization is growing and hopes to sustain that growth you need a set of strategies to guide its development, build a solid foundation, and prepare for challenges that lie ahead. In other words, you need a strategic plan.

This intensive training program will enable you to take your existing knowledge and skills in strategy planning to a higher level and make a major contribution to the development of your organization in a rapidly changing and increasingly competitive global business environment.

Target Audience

This training course is designed for professionals seeking to enhance their management and planning capabilities and expertise. This includes business leaders, senior managers, department heads, and other professionals involved in organizational management and planning.

Learning Objectives

- Recognize the principles of strategic business planning and how the team develops, carries out, and monitors organizational strategy.
- Enhance your personal contribution in meeting corporate objectives.

- Understand the range of tools and techniques in the delivery of a strategic plan.
- Be able to design and manage a process for successful strategic organizational change.
- Develop your skills in strategic business planning and an increased awareness for what should be expected from senior leaders and managers in the business.
- Set demanding and realistic strategic and operational goals and targets.

Course Outline

- **01 Day One**

Introduction to Strategic Management

- Strategic Management – What, Who, How, When & Why
- Why strategize? 21st century changes and challenges
- Examples of strategic management successes and failures
- Aspects of Strategic Decision Making

The Strategic Management Process

- The strategy hierarchy
- Planning the strategy
- External analysis
- Internal analysis
- Strategy formulation
- Strategy implementation
- Strategy evaluation and control

- **02 Day Two**

Strategic Planning Skills

- Strategic skills: traits or contextual
- Team and organization perspectives on implementing strategies.
- Creating an Effective Linkage between Strategy and Operations

- Leading others through the strategic planning process
- Best Practice in Strategic Management

Ensuring Effective Execution of Strategic Plans

- The Framework of an Effective Strategic Plan
- Setting up an Effective Strategic Planning Team
- Presenting and Communicating the Strategic Plan to Your Operations Teams
- Leading the Execution of the Strategic Plan
- Final Questions, Answers and Deciding Personal Follow-up Actions

• 03 Day Three

Adopting a Strategic Culture

- The significance of corporate culture
- Strategic Planning in an Uncertain and Rapidly Changing Business Environment
- Your role in establishing the culture.
- Impact of culture on strategy roll out.
- Leading others through the strategic planning process
- Special topics
- Ethics and Social Responsibility

Concluding the Course

- Presentations: Mastering Strategic Management

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 27, 2025	April 29, 2025	3 days	3250.00 \$	KSA - Riyadh

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 7, 2025	3 days	1150.00 \$	Virtual - Online
May 26, 2025	May 28, 2025	3 days	3250.00 \$	UAE - Dubai
June 30, 2025	July 2, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Aug. 11, 2025	Aug. 13, 2025	3 days	3950.00 \$	Spain - Barcelona
Dec. 1, 2025	Dec. 3, 2025	3 days	3250.00 \$	UAE - Dubai