



Management And Leadership

## **Certificate in Strategic Thinking & Planning**

## Course Introduction

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Strategy has never been more challenging and important, than in today's competitive global environment, in which, corporate strategies must transcend the borders of nations and markets. Dealing with limited resources, changing environment, and the need to continuously evolve is a reality for all businesses, even giant corporations. Strategic thinking and planning enable a business owner to determine how to use these resources most effectively and advance the company toward its objectives, and helps the company avoid costly mistakes, such as opening a new retail location before the customer population is large enough to support it. This training course is designed to provide participants with a comprehensive guide to formulate, develop, and implement plans to achieve strategic goals and vision. This course focuses on the steps needed to develop effective strategies and translate it into a business plan that provides the foundation for achieving strategic alignment of operational plans and objectives with the business model.

## Target Audience

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- Senior Executives and Directors
- Department Heads and Managers
- Strategic Planners
- Project Managers
- Business Development Managers
- Corporate Planners and Analysts
- Entrepreneurs and Start-up Founders
- Consultants and Advisors
- Change Management Professionals
- HR Professionals involved in Strategic Planning

# Learning Objectives

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- Develop strategic thinking and planning in the organization
- Design a plan to achieve the goals for the organization, department and teams.
- Recognize the principles and mechanisms that drive successful implementation.
- Identify measurable action plans that result in success and create great results.
- Understand the underlying business model and how it relates to the chosen strategy

## Course Outline

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### • 01 Day One

#### **Module 1: Strategic Thinking and Planning**

- The Essence of Strategy (Concepts and Terminologies)
- The Difference between Good Strategy and Bad Strategy
- Practical Techniques for Thinking Strategically
- Leadership and Management, Comparing Strategy and Operations
- Strategic and Operational Goals (Significance and Difference)
- Using the Strategic Management System

### • 02 Day Two

#### **Module 2: Developing Strategy – The Power of Business Analysis**

- Understanding the Importance and Value of a “Business Model”
- Vision, Values, Mission and Goals
- Case Examples and Guidelines: Vision and Mission Statements
- Analyzing Your Business Environment
- How to Evaluate Your Organization's Competencies and Capabilities
- Resource-based Approaches to Strategy

### • 03 Day Three

#### **Module 3: Strategy Development, Choice and Translation**

- Levels of Strategy: Corporate, Business and Functional
- Competitive Strategy (Strategy as position)

- Emergent Strategies (Strategy as patterns)
- Uncertainty and Scenarios (Strategy as plans)
- Strategic Choice (Selecting the best strategy)
- Translating Strategy with Strategy Maps and Balanced Scorecards

#### • 04 Day Four

#### Module 4: Embedding Strategy in the Organization

- Communicating Strategy and Managing Stakeholders
- How to Manage Strategic Risk
- Alignment of Operations with Strategy
- Strategic Performance Measurement
- Managing Implementation (Effective execution of strategy)
- Integrating Strategic and Operational Management Processes

#### Module 5: Bringing It All Together

- Building a Strategy / Business Planning Team
- Good Strategy (Case Studies)
- Analyzing Business Models and Strategies in an Industry
- Understanding and Overcoming Psychological Bias
- Overview of the whole course
- Action Planning and Next Steps

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 4, 2025	May 7, 2025	4 days	4250.00 \$	Morocco - Casablanca
June 29, 2025	July 2, 2025	4 days	2150.00 \$	Virtual - Online

FROM	TO	DURATION	FEES	LOCATION
Sept. 8, 2025	Sept. 11, 2025	4 days	4250.00 \$	UAE - Dubai
Dec. 15, 2025	Dec. 18, 2025	4 days	4950.00 \$	England - London