



An Intensive 5-day Training Course

Strategy & Strategic Planning

Creating Tomorrows Organisation Out of Todays Organisation

| CLASSROOM DATES | | | ONLINE DATES | | |
|-----------------|-----------|---------|----------------|-------------|---------|
| 23-27 Jun 2025 | Marbella | \$7,500 | 07-11 Jul 2025 | Live/Online | \$3,950 |
| 07-11 Jul 2025 | London | \$7,500 | 06-10 Jul 2026 | Live/Online | \$3,950 |
| 04-08 Aug 2025 | Amman | \$7,500 | | | |
| 11-15 Aug 2025 | Geneva | \$7,500 | | | |
| 08-12 Sep 2025 | New York | \$7,500 | | | |
| 15-19 Sep 2025 | Vienna | \$7,500 | | | |
| 22-26 Sep 2025 | Dubai | \$7,500 | | | |
| 06-10 Oct 2025 | Barcelona | \$7,500 | | | |
| 03-07 Nov 2025 | Prague | \$7,500 | | | |
| 03-07 Nov 2025 | London | \$7,500 | | | |
| 17-21 Nov 2025 | Amman | \$7,500 | | | |
| 24-28 Nov 2025 | Abu Dhabi | \$7,500 | | | |
| 01-05 Dec 2025 | London | \$7,500 | | | |
| 15-19 Dec 2025 | Milan | \$7,500 | | | |
| 22-26 Dec 2025 | Paris | \$7,500 | | | |
| 12-16 Jan 2026 | London | \$7,500 | | | |
| 09-13 Feb 2026 | London | \$7,500 | | | |
| 06-10 Apr 2026 | Dubai | \$7,500 | | | |
| 18-22 May 2026 | London | \$7,500 | | | |
| 22-26 Jun 2026 | Marbella | \$7,500 | | | |
| 06-10 Jul 2026 | London | \$7,500 | | | |
| 03-07 Aug 2026 | Amman | \$7,500 | | | |
| 10-14 Aug 2026 | Geneva | \$7,500 | | | |
| 07-11 Sep 2026 | New York | \$7,950 | | | |

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|--------------------|-----------|---------|
| 14-18 Sep 2026 | Vienna | \$7,500 |
| 21-25 Sep 2026 | Dubai | \$7,500 |
| 05-09 Oct 2026 | Barcelona | \$7,500 |
| 02-06 Nov 2026 | Prague | \$7,500 |
| 02-06 Nov 2026 | London | \$7,500 |
| 16-20 Nov 2026 | Amman | \$7,500 |
| 23-27 Nov 2026 | Abu Dhabi | \$7,500 |
| 30 Nov-04 Dec 2026 | London | \$7,500 |
| 14-18 Dec 2026 | Milan | \$7,500 |
| 21-25 Dec 2026 | Paris | \$7,500 |

VIEW COURSE AND REGISTER

INTRODUCTION

This Strategy and Strategic Planning training course will enable you to make a major contribution to creating tomorrow's organisation out of today's organisation. Strategy and strategic planning are the vital activities that enable all managers to (a) anticipate major change in the structure and potential of their business and, (b) make a significant personal contribution to the processes of business development.

All managers need to understand and deal with the major changes that are taking place in markets, technologies, competition, business models and risk management - plus the overarching influence of globalisation. To achieve this strategic planning team must take into account how to use all available resources in order to chart a course that will enable an organisation to develop strongly and deliver outstanding financial and other results, often in rapidly changing business conditions.

This Strategy and Strategic Planning training course will highlight the following:

- Learning how to apply leading-edge thinking in strategic analysis and planning
- Evaluating the choices faced by an organisation in planning for the future
- Preparing a strategic plan that serves as a road map for action
- Understanding best practice in implementing strategic programmes and projects
- Designing an effective linkage between strategic and operational management

TRAINING OBJECTIVES

At the end of this Strategy and Strategic Planning training course, you will learn to:

- Leverage the value of strategy and strategic planning
- Design a strategic planning process for your organisation

- Analyse options and make robust choices in setting goals and objectives
- Take full advantage of the opportunities of globalisation
- Lead effective strategic change within your part of your organisation

WHO SHOULD ATTEND?

This training course is designed for senior experienced staff from any industry and any functional specialisation who wish to gain a broader appreciation of the dynamics of business development and develop their personal roles in setting the direction for their organisation to create its future.

This Strategy and Strategic Planning training course is suitable to a wide range of professionals but will greatly benefit:

- Specialists in marketing and business development
- Experienced managers / leaders in finance and accounting
- Specialists in production and operations management
- Scientists in research and development
- Logistics and distribution specialists
- Human resource and organisational development staff

TRAINING METHODOLOGY

The training methodology of this training course Strategy and Strategic Planning is based on a carefully planned schedule of highly focused tutor input, using a balanced set of state-of-the-art learning mechanisms. The emphasis will be on studying real organisations making major strategic decisions.

Above all, the principles and approaches to strategic analysis, planning and management will be illustrated by reference to real-life situations in which the course leader has been personally involved.

We will use the following training methods:

- Presentations by the course leader, including case examples
- Group work on case studies - analysis, interaction and discussion
- Presentations by subject experts on aspects of strategy, strategic planning and organisational change
- Focused problem-solving exercises, including outside the box thinking
- Decision analysis in different strategic and competitive conditions

ORGANIZATIONAL IMPACT

By sending delegates to this training course, the organisation will gain the following benefits:

- Better decision-making and time/resource allocation - leading to improved organisational performance
- Introduction of strategic thinking into all levels of the organisation
- Top management having more confidence in the decisions of its staff
- An improved approach to planning at strategic and operational levels

- Sharply focused views on the extent and direction of change required for success
- More effective programme and project implementation by managers

PERSONAL IMPACT

By attending this Strategy and Strategic Planning training course, delegates will acquire the following benefits, skills and competencies:

- Improved career flexibility and prospects
- Accelerated thinking speed and problem resolution
- Detailed understanding of the strategic impact of different specialisms
- Improved leadership and team working capabilities
- Innovative approaches in ensuring the most effective impact of individual specialisms
- Understanding and applying best practice in strategic planning

TRAINING OUTLINE

DAY 1:

Strategic Thinking and External Analysis

- Definitions of strategy and strategic planning
- Why are strategy and strategic planning important
- Understanding the main frameworks for strategic analysis
- Private and public sector strategies Similarities and Differences
- External analysis - Understanding and Analysing Business Attractiveness
- Analysing customers and benchmarking your own strategic position
- How attractive is the game that we have chosen to play

DAY 2:

Internal Analysis and Fusion into Strategic Choice

- The interface and balance of external and internal analysis
- Internal analysis: Financial
- Internal analysis: Non-financial
- The concept and practicalities of the balanced scorecard
- Diagnosing and analysing strategic problems and opportunities
- Fusion of analysis into strategic choices - SWOT and the Strategy Matrix
- How well are we playing the game that we have chosen to play

DAY 3:

Strategic Plans and the Relevance of Alliances and Joint Ventures

- Review of the tools used so far
- The content of a strategy: Avoiding Paralysis by Analysis
- Putting a strategic plan together the 5-page framework
- Strategies for alliances and joint ventures
- Management of alliances and joint ventures

DAY 4:

Global Strategy, Team Building and the Management of Internal Communication

- The essence of globalisation and global strategy
- Globalisation The Strategic Dimension
- Globalisation The Organisational Dimension
- Globalisation The Human Dimension
- How to build and manage a strategic planning team
- Communicating strategy through the organisation
- Gaining your teams commitment and buy-in to the strategy

DAY 5:

Strategic Implementation and Getting the Value out of Strategy

- Alignment of strategy, culture, structure and people
- Effective execution - Converting Strategic Analysis and Planning into Action
- Aligning and linking strategy with operational objectives
- Implementation Getting Practical Things Done
- Creating tomorrows organisation out of todays organisation
- Strategic planning at a personal level
- Overview: The complete strategy process
- Summary and conclusions - The Corporate And Individual Value Of Strategic Planning