BLACKBIRD FOR TRAINING

The Process of Professional Strategic Planning Course

21 – 25 June 2027
Geneva (Switzerland)



The Process of Professional Strategic Planning Course

Ref: 3212_127256 **Date:** 21 – 25 June 2027 **Location:** Geneva (Switzerland) **Fees:** 5200 GBP

Why This Course

In an increasingly complex and competitive business environment, organizations need clear direction and purposeful strategy to achieve long-term success. Strategic planning provides the roadmap for aligning resources, responding to market shifts, and driving sustainable growth. Professionals who understand how to analyze their environment, define strategic priorities, and execute actionable plans become invaluable contributors to organizational performance.

The Strategic Planning Excellence - Intensive 1-Week Program is designed for professionals seeking to strengthen their strategic thinking and planning capabilities. Whether leading a team, managing a department, or shaping organizational direction, participants will gain a deep understanding of strategic planning methodologies and best practices. Through case studies, analytical exercises, and practical tools, this program bridges conceptual strategy with real-world execution—equipping participants to develop and communicate plans that inspire action and deliver measurable results.

What You'll Learn and Practice

By the end of the course, participants will be able to:

- Understand the essential components and stages of the strategic planning process.
- Apply environmental scanning and competitive analysis tools.
- Formulate clear organizational vision, mission, and strategic objectives.
- Develop and prioritize strategic options using proven frameworks.
- Build effective implementation plans with performance measures and KPIs.
- Communicate and cascade strategy across the organization for alignment and engagement.

The Program Flow

Day 1: Foundations of Strategic Planning

- Introduction to strategic planning concepts, models, and frameworks
- Understanding the full strategic planning cycle
- Stakeholder analysis and methods for meaningful engagement
- Defining organizational purpose through vision and mission development



Day 2: Strategic Analysis

- Conducting environmental scanning using PESTEL and related tools
- Industry and competitive assessment through Porter's Five Forces
- Performing internal analysis using SWOT and organizational assessments
- Identifying core competencies that drive competitive advantage

Day 3: Strategy Formulation

- Setting strategic goals and measurable objectives
- Developing and exploring strategic alternatives
- Evaluating, prioritizing, and selecting the most viable strategies
- Crafting value propositions that differentiate the organization

Day 4: Strategy Implementation

- Translating strategy into actionable plans and initiatives
- Allocating resources, budgeting, and aligning capabilities
- Leading organizational change to support strategy execution
- Establishing KPIs and performance measurement systems

Day 5: Strategy Execution and Review

- Communicating and cascading strategy across teams and departments
- Monitoring execution, identifying gaps, and applying corrective actions
- Conducting strategy reviews and adapting to changing environments
- Designing an integrated strategic management system

Individual Impact

Participants will return with the ability to:

- Develop comprehensive, data-informed strategic plans.
- Use strategic analysis tools to diagnose organizational challenges.
- Align teams and resources around clear strategic priorities.
- Evaluate and adapt strategies based on performance insights.

Organizational Impact

Organizations benefit through:

- Stronger strategic alignment across all functions and levels.
- More effective strategic decision-making and resource allocation.
- Enhanced ability to navigate competitive and environmental complexities.
- Consistent execution of strategic initiatives across the organization.



Training Methodology

This intensive program blends conceptual understanding with practical application through:

- Real-world case studies and strategic planning exercises
- Structured analytical frameworks and hands-on strategy tools
- Group discussions and collaborative planning workshops
- Facilitator-led sessions linking theory to organizational practice

Beyond the Course

Upon completion, participants will be equipped to design, implement, and monitor strategic plans with clarity and confidence. They will return with practical tools, a complete strategic planning template, and the capability to drive strategic initiatives that support long-term organizational success.

