

# Realizing 2030 Vision: Comprehensive Strategic Planning Workshop

Public Sector  
Amsterdam (Netherlands)  
14 - 25 Jul 2025

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## Realizing 2030 Vision: Comprehensive Strategic Planning Workshop

**Ref:** 3262\_132784 **Date:** 14 - 25 Jul 2025 **Location:** Amsterdam (Netherlands) **Fees:** 7100 Euro

### Course Description

This comprehensive 10-day workshop equips participants with the knowledge and tools necessary to realize their organization's 2030 vision. Through a combination of strategic analysis, goal-setting exercises, and implementation planning, attendees will learn how to transform long-term aspirations into actionable strategies. The course covers various aspects of strategic management, from environmental scanning to performance measurement.

### Learning Objectives

- Develop a comprehensive understanding of strategic planning processes
- Learn techniques for translating long-term visions into actionable goals
- Master tools for environmental analysis and strategic positioning
- Acquire skills in resource allocation and performance measurement
- Understand change management principles for successful strategy implementation

### Course Modules

#### Day 1: Introduction to Strategic Planning

- Understanding the importance of long-term vision
- Overview of strategic planning processes
- Linking vision to organizational goals
- Case studies of successful long-term strategies

#### Day 2: Environmental Analysis

- PESTEL analysis techniques
- Industry analysis using Porter's Five Forces
- Competitive landscape assessment
- Identifying emerging trends and disruptions

#### Day 3: Internal Capability Assessment

- Resource-based view of the firm
- Core competency analysis
- Value chain analysis
- SWOT analysis and strategy formulation

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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#### **Day 4: Vision Articulation and Goal Setting**

- Crafting compelling vision statements
- Setting SMART goals for 2030
- Aligning departmental objectives with organizational vision
- Developing key performance indicators KPIs

#### **Day 5: Strategy Formulation**

- Generic strategies and positioning
- Blue Ocean Strategy concepts
- Innovation and differentiation strategies
- Growth strategies for long-term success

#### **Day 6: Resource Allocation and Budgeting**

- Strategic resource allocation techniques
- Long-term financial planning and budgeting
- Capital investment decision-making
- Risk assessment and mitigation strategies

#### **Day 7: Implementation Planning**

- Developing action plans and timelines
- Organizational structure and strategy alignment
- Change management principles
- Overcoming implementation challenges

#### **Day 8: Performance Measurement and Control**

- Balanced Scorecard approach
- Designing performance measurement systems
- Continuous improvement methodologies
- Adapting strategies based on performance feedback

#### **Day 9: Technology and Innovation Management**

- Technological forecasting techniques
- Integrating emerging technologies into strategy
- Fostering a culture of innovation
- Managing digital transformation initiatives

#### **Day 10: Sustainability and Corporate Social Responsibility**

- Incorporating sustainability into long-term strategy
- Stakeholder management and engagement
- Ethical considerations in strategy formulation

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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- Creating shared value for long-term success

## Practical Wins for Participants

- A comprehensive 2030 strategic plan tailored to their organization
- A toolkit of strategic analysis and planning techniques
- An implementation roadmap with key milestones and KPIs
- A network of peers for ongoing collaboration and support

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