

The Process of Professional Strategic Planning Course

Professional Skills
Madrid (Spain)
01 - 05 Sep 2025

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The Process of Professional Strategic Planning Course

Ref: 3212_133508 **Date:** 01 - 05 Sep 2025 **Location:** Madrid (Spain) **Fees:** 4400 **Euro**

Course Description

This comprehensive 5-day course equips professionals with the knowledge and skills to develop and implement effective strategic plans. Participants will learn proven methodologies, analytical tools, and best practices for crafting strategies that drive organizational success. Through hands-on exercises and case studies, attendees will gain practical experience in all phases of the strategic planning process.

Learning Objectives

- Understand the key components and stages of the strategic planning process
- Develop skills in environmental scanning and competitive analysis
- Learn to formulate clear organizational vision, mission, and strategic objectives
- Master techniques for strategy development and prioritization
- Gain proficiency in creating implementation plans and performance measures
- Understand how to effectively communicate and cascade strategy throughout an organization

Course Modules

Day 1: Foundations of Strategic Planning

- Introduction to strategic planning concepts and frameworks
- The strategic planning process overview
- Stakeholder analysis and engagement
- Defining organizational purpose: Vision and mission statements

Day 2: Strategic Analysis

- Environmental scanning techniques PESTEL analysis
- Industry and competitive analysis Porter's Five Forces
- Internal organizational assessment SWOT analysis
- Core competency identification

Day 3: Strategy Formulation

- Setting strategic objectives and goals
- Developing strategic options
- Evaluating and selecting strategies

A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board has a checkered pattern, and there are concentric circles in the background.

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- Crafting value propositions

Day 4: Strategy Implementation

- Translating strategy into action plans
- Resource allocation and budgeting
- Organizational alignment and change management
- Performance measurement and KPIs

Day 5: Strategy Execution and Review

- Strategy communication and cascading
- Monitoring and controlling strategy execution
- Strategy review and adaptation processes
- Developing a strategic management system

Practical Wins for Participants

- A comprehensive strategic plan template tailored to their organization
- A toolkit of strategic analysis frameworks and techniques
- An action plan for implementing strategic initiatives
- A strategy communication plan for engaging stakeholders

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

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