Realizing 2030 Vision: Comprehensive Strategic Planning Workshop

15 – 26 March 2027
Amsterdam (Netherlands)

UK Traininig
PARTNER



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Why This Course

Achieving a bold long-term vision—such as a national or organizational Vision 2030—requires more than ambition. It demands structured planning, deep strategic insight, rigorous analysis, and the ability to translate big-picture aspirations into actionable, measurable strategies. Leaders must understand how to navigate disruption, allocate resources effectively, and guide their organizations through transformative change.

The Vision 2030 Strategic Planning & Organizational Transformation Master Workshop is a comprehensive 2-week program designed to equip participants with the strategic thinking, analytical tools, and implementation frameworks needed to develop and execute long-term strategies. Through immersive exercises, case studies, and real-world applications, participants will gain the capability to design a forward-looking roadmap that aligns with their organization's 2030 objectives.

What You'll Learn and Practice

By the end of this workshop, participants will be able to:

- Understand and apply the full strategic planning lifecycle.
- Translate long-term aspirations into actionable, measurable strategic goals.
- Conduct environmental and internal analyses to inform strategic positioning.
- Allocate resources effectively and use performance measurement tools to track progress.
- Lead organizational change and ensure successful strategy implementation.

Program Flow

Day 1: Introduction to Strategic Planning

- Importance of long-term vision in organizational success.
- Overview of strategic planning models and frameworks.
- Connecting vision to mission, values, and strategic goals.
- Case studies of organizations that successfully achieved long-term visions.
- Exercise: Linking your organization's vision to strategic objectives.



Day 2: Environmental Analysis

- Applying PESTEL analysis to assess macro-environmental forces.
- Industry evaluation using Porter's Five Forces model.
- Analyzing the competitive landscape and market positioning.
- Identifying emerging disruptions, risks, and future trends.
- Workshop: Conducting a full environmental analysis for a 2030-focused scenario.

Day 3: Internal Capability Assessment

- Understanding the resource-based view RBV of the organization.
- Identifying core competencies and strategic assets.
- Mapping internal processes using value chain analysis.
- Integrating internal and external findings through SWOT analysis.
- Activity: Building a capability profile and strategic options matrix.

Day 4: Vision Articulation and Goal Setting

- Crafting compelling, future-oriented vision statements.
- Developing 2030 SMART goals and strategic priorities.
- Aligning departmental objectives with enterprise vision.
- Creating KPIs and leading indicators for long-term performance.
- Exercise: Designing a 2030 vision framework for your organization.

Day 5: Strategy Formulation

- Exploring competitive strategies: cost leadership, differentiation, and focus.
- Blue Ocean Strategy principles for creating uncontested market space.
- Innovation and transformation strategies for sustainable growth.
- Long-term growth and diversification planning.
- Case Study: Applying strategy formulation tools to a complex organizational challenge.

Day 6: Resource Allocation and Budgeting

- Strategic resource allocation and prioritization techniques.
- Developing long-term financial models and budgets.
- Capital investment decisions and evaluation frameworks.
- Assessing strategic risks and designing mitigation plans.
- Workshop: Creating a long-term resource and investment plan.



Day 7: Implementation Planning

- Translating strategy into actionable initiatives and timelines.
- Aligning organizational structure with strategic objectives.
- Introduction to change management principles and models Kotter, ADKAR.
- Identifying and overcoming implementation barriers.
- Simulation: Creating a full implementation roadmap for 2030 strategy rollout.

Day 8: Performance Measurement and Control

- Applying the Balanced Scorecard to long-term strategy.
- Designing performance dashboards and reporting systems.
- Using continuous improvement methodologies Lean, PDCA to refine strategies.
- Making data-driven adjustments based on performance insights.
- Exercise: Building a performance measurement and control system.

Day 9: Technology and Innovation Management

- Forecasting technological change and future industry shifts.
- Integrating digital transformation into long-term strategies.
- Building a culture that supports innovation and experimentation.
- Governance frameworks for managing emerging technologies.
- Case Study: Designing a technology integration roadmap for 2030.

Day 10: Sustainability and Corporate Social Responsibility CSR

- Embedding sustainability into the strategic planning cycle.
- Stakeholder mapping and long-term engagement strategies.
- Ethical considerations and governance for responsible strategy.
- Creating shared value to support long-term economic, social, and environmental success.
- Workshop: Finalizing a sustainability-focused strategic plan for 2030.

Individual Impact

- Ability to develop and lead a complete 2030 strategic roadmap.
- Enhanced competence in strategic analysis, planning, and decision-making.
- Strong capability in change leadership and long-term implementation planning.
- Confidence in aligning teams and stakeholders around long-term goals.

Organizational Impact

- A fully developed strategic plan that aligns with 2030 vision priorities.
- Improved organizational readiness for future disruptions and opportunities.
- Stronger coordination across departments and strategic functions.
- A culture of innovation, sustainability, and long-term thinking.



Training Methodology

This workshop uses a highly engaging and practical learning approach:

- Hands-on strategic planning exercises and toolkits.
- Real-world case studies focusing on successful Vision 2030 implementations.
- Group simulations, scenario analyses, and decision-making activities.
- Expert facilitation, peer collaboration, and guided planning sessions.

Beyond the Course

Participants will leave with a fully developed 2030 strategic plan, implementation roadmap, and performance measurement system—ready to drive long-term transformation and position their organizations for sustained success.

