Business Strategy Essentials: Mastering Strategic Planning

28 February – 4 March 2027
Dubai (UAE)



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Ref: 321864_173902 **Date:** 28 February – 4 March 2027 **Location:** Dubai (UAE) **Fees:** 4200 GBP

Why This Course

In today's rapidly evolving business environment, organizations need a clear and actionable strategy to remain competitive and achieve sustainable growth. Understanding how to analyze markets, identify opportunities, and execute strategies effectively is essential for leaders at all levels.

This intensive 1-week program provides participants with a solid foundation in business strategy. Through interactive workshops, case studies, and practical exercises, attendees will learn to develop, implement, and evaluate strategies that drive organizational success and create a long-term competitive advantage.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the fundamentals of strategic planning and its role in organizational success.
- Analyze internal and external business environments to identify opportunities and threats.
- Formulate and implement effective business strategies.
- Use practical tools to evaluate strategy performance and adapt to changing conditions.
- Enhance decision-making skills for complex business challenges.

The Program Flow

Day 1: Introduction to Strategic Management

- Defining strategy and its role in achieving business goals.
- The strategic management process and key frameworks.
- Crafting vision, mission, and values to guide strategic decisions.
- Developing strategic thinking and decision-making capabilities.

Day 2: Environmental Analysis and Strategic Tools

- PESTEL analysis for assessing macro-environmental factors.
- Porter's Five Forces for industry competitiveness analysis.
- SWOT analysis for evaluating internal strengths and weaknesses, and external opportunities and threats.
- Identifying core competencies and sources of competitive advantage.



Day 3: Strategy Formulation and Business Models

- Developing corporate-level, business-level, and functional strategies.
- Business model design and innovation for competitive differentiation.
- Aligning strategic initiatives with organizational objectives.

Day 4: Strategy Implementation and Execution

- Structuring organizations to support strategy execution.
- Resource allocation, budgeting, and prioritization.
- Managing change and overcoming resistance during implementation.
- Monitoring performance using KPIs and other strategic metrics.

Day 5: Strategy Evaluation and Future Trends

- Methods for evaluating and controlling strategy effectiveness.
- Applying the Balanced Scorecard approach for comprehensive performance measurement.
- Exploring emerging trends in strategic management.
- Developing a strategic mindset for long-term organizational success.

Individual Impact

- Gain practical skills to analyze business environments and identify strategic opportunities.
- Build confidence in developing and presenting strategic plans.
- Strengthen decision-making abilities for complex, high-stakes business scenarios.
- Acquire tools and techniques for effective strategy implementation and monitoring.

Organizational Impact

- Enhance organizational alignment with strategic objectives.
- Improve resource allocation and execution of strategic initiatives.
- Foster a culture of strategic thinking and proactive decision-making.
- Support long-term competitiveness through well-formulated and executed strategies.

Training Methodology

- Interactive workshops with hands-on exercises.
- Real-world case studies and strategic simulations.
- Tools, frameworks, and templates for immediate application.
- Peer discussions and structured feedback to reinforce learning outcomes.

Beyond the Course

Participants will leave equipped to:



• Conduct comprehensive strategic analyses for any organization.
• Develop actionable business strategies and present them effectively.
• Execute and monitor strategic initiatives to achieve measurable results.
• Apply strategic thinking to drive innovation and long-term growth.

