Strategic Thinking, Planning and Execution Masterclass

25 – 29 January 2027
Amsterdam (Netherlands)

UK Traininig
PARTNER



Strategic Thinking, Planning and Execution Masterclass

Ref: 322002_180451 **Date:** 25 – 29 January 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Why This Course

In an increasingly competitive and fast-changing business environment, organizations rely on leaders who can think strategically, plan effectively, and translate vision into measurable results. Strategic leadership requires the ability to analyze complex environments, identify opportunities, and guide teams through successful execution of strategic initiatives.

This intensive 1-week program equips leaders with the tools and frameworks needed to strengthen strategic thinking, develop effective plans, and ensure successful implementation. Through practical exercises and real-world case studies, participants will gain the skills required to drive strategic initiatives and lead organizations toward sustainable success.

What You'll Learn and Practice

By participating in this program, you will:

- Strengthen strategic thinking skills to identify opportunities and manage risks.
- Develop comprehensive strategic plans aligned with organizational objectives.
- Apply frameworks for effective strategy formulation and decision-making.
- Translate strategy into actionable operational plans and initiatives.
- Lead strategic change and innovation within your organization.
- Measure performance and monitor strategic outcomes effectively.

The Program Flow

Day 1: Foundations of Strategic Thinking

- Understanding the strategic management process.
- Analyzing internal capabilities and external market conditions.
- Developing clear strategic vision and mission statements.
- Identifying organizational strengths and competitive advantages.

Day 2: Strategic Analysis and Planning

- Conducting SWOT and PESTEL analyses to assess strategic environments.
- Applying structured strategic planning tools and frameworks.
- Defining strategic objectives and key performance indicators KPIs.
- Developing and evaluating strategic alternatives.



Day 3: Strategy Formulation and Decision-Making

- Crafting corporate, business, and functional strategies.
- Making strategic decisions in uncertain and dynamic environments.
- Aligning organizational structure and capabilities with strategy.
- Developing strategic action plans and implementation roadmaps.

Day 4: Strategy Execution and Implementation

- Translating strategy into operational plans and initiatives.
- Allocating resources and budgeting for strategic priorities.
- Managing strategic projects and cross-functional programs.
- Addressing barriers and challenges in strategy implementation.

Day 5: Strategic Leadership and Performance Management

- Leading organizational change and innovation initiatives.
- Building a strategy-focused organizational culture.
- Measuring strategic performance through balanced metrics.
- Adapting strategies to evolving business environments.

Individual Impact

- Strengthen strategic thinking and leadership capabilities.
- Improve confidence in strategic decision-making.
- Develop practical skills for planning and executing strategic initiatives.
- Gain a personalized leadership development plan for strategic growth.

Work Impact

- Improve alignment between organizational strategy and operational performance.
- Enhance the organization’s ability to execute strategic initiatives successfully.
- Support innovation, adaptability, and long-term competitiveness.
- Strengthen performance management and strategic accountability.

Training Methodology

This program combines strategic frameworks with hands-on learning to ensure practical results. Learning methods include:

- Interactive workshops and facilitated discussions.
- Case studies based on real strategic management challenges.
- Group exercises focused on strategy formulation and implementation.
- Strategic analysis activities and scenario planning.
- Practical templates and tools for strategic planning and performance management.



Beyond the Course

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

- Develop and implement strategic plans that drive organizational success.
- Lead teams through strategic initiatives and change processes.
- Monitor and evaluate strategic performance effectively.
- Strengthen leadership capabilities for long-term strategic impact.

