Strategic Planning Development & Implementation Training

8 – 12 November 2027
Milan (Italy)



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Why This Course

Strategic planning is essential for organizations that want to move with clarity, focus, and purpose. A strong strategic plan helps leaders understand their environment, define direction, set priorities, align resources, engage stakeholders, and turn ambition into practical action.

This intensive 1-week Strategic Planning Training program equips participants with the tools and skills needed to develop, implement, monitor, and adapt strategic plans effectively. The course covers environmental analysis, strategic thinking, SWOT analysis, vision and mission development, goal setting, stakeholder engagement, strategy formulation, competitive positioning, Balanced Scorecard, strategy maps, resource allocation, change management, communication, KPIs, strategic control, risk management, and continuous improvement. Through practical exercises and real-world examples, participants will learn how to create strategic plans that guide action and support organizational success.

What You'll Learn and Practice

By joining this program, you will:

- Understand the strategic planning process and its role in organizational success.
- Analyze internal and external strategic environments.
- Apply SWOT analysis and environmental scanning techniques.
- Develop strategic thinking skills.
- Create compelling vision and mission statements.
- Set SMART strategic goals and objectives.
- Align organizational values with strategy.
- Conduct stakeholder analysis and engagement planning.
- Apply strategic planning models and frameworks.
- Use competitive analysis and positioning tools.
- Apply Balanced Scorecard and strategy mapping concepts.
- Prioritize resources and initiatives based on strategic value.
- Translate strategy into actionable implementation plans.
- Monitor performance using KPIs and strategic control systems.



The Program Flow

Day 1: Foundations of Strategic Planning

- Understand strategic planning concepts and their practical value.
- Explore the strategic environment and key drivers of change.
- Apply environmental scanning to identify opportunities and threats.
- Use SWOT analysis to assess organizational strengths, weaknesses, opportunities, and threats.
- Build strategic thinking skills for better long-term decision-making.

Day 2: Vision, Mission, and Goal Setting

- Craft clear and meaningful vision and mission statements.
- Set SMART strategic goals and measurable objectives.
- Align organizational values with strategic direction.
- Identify key stakeholders and understand their expectations.
- Develop stakeholder engagement approaches that support strategic commitment.

Day 3: Strategy Formulation and Tools

- Explore strategic planning models and frameworks.
- Conduct competitive analysis and assess positioning.
- Use Balanced Scorecard concepts to connect strategy with performance.
- Develop strategy maps to clarify cause-and-effect relationships.
- Prioritize resources, projects, and initiatives based on strategic importance.

Day 4: Strategy Implementation

- Translate strategic objectives into action plans.
- Align organizational structure, roles, and resources with strategy.
- Apply change management techniques to support implementation.
- Develop communication strategies for buy-in and engagement.
- Build accountability mechanisms for strategy execution.

Day 5: Monitoring, Evaluation, and Adaptation

- Define KPIs and metrics for tracking strategic performance.
- Develop strategic control systems.
- Monitor progress and identify performance gaps.
- Apply continuous improvement and strategy adaptation techniques.
- Manage strategic risks and uncertainties that may affect execution.



Individual Impact

- Build confidence in developing and leading strategic planning processes.
- Strengthen environmental analysis, strategy formulation, and implementation skills.
- Improve ability to communicate vision, goals, and strategic priorities.
- Gain practical tools for aligning resources and teams with strategy.
- Develop stronger leadership capability for driving strategic initiatives.

Work Impact

- Improve organizational focus, direction, and decision-making.
- Strengthen alignment between goals, resources, and execution.
- Improve stakeholder engagement and commitment to strategy.
- Support better performance monitoring through KPIs and control systems.
- Increase adaptability in response to risks, uncertainty, and changing environments.

Training Methodology

This program combines strategic planning concepts with practical application through:

- Environmental scanning and SWOT analysis exercises.
- Vision, mission, and goal-setting workshops.
- Stakeholder analysis and engagement activities.
- Competitive analysis and strategy formulation case studies.
- Balanced Scorecard and strategy map exercises.
- Action planning, KPI development, and strategic risk discussions.

Beyond the Course

Upon completion, participants will be able to:

- Develop comprehensive strategic plans for their organizations.
- Apply strategic analysis and planning tools with confidence.
- Create clear vision, mission, goals, and implementation plans.
- Align teams, resources, and initiatives with strategic objectives.
- Monitor and evaluate strategic plan effectiveness.
- Adapt strategies to changing conditions while maintaining organizational focus.

