Strategic Business Management & Strategic Plan Evaluation

21 – 25 June 2027
Casablanca (Morocco)



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Why This Course

Strong strategy gives organizations direction, focus, and a clear path for growth. However, strategy only creates value when it is well designed, effectively implemented, carefully measured, and continuously improved. Many organizations develop strategic plans, but struggle to translate them into action or evaluate whether they are truly delivering the expected results.

Strategic business management helps leaders understand their operating environment, assess internal capabilities, define competitive positioning, allocate resources wisely, and make informed decisions in complex business conditions. Strategic plan evaluation ensures that plans remain relevant, measurable, and adaptable as markets, risks, technologies, and stakeholder expectations change.

This comprehensive 1-week course equips business leaders with advanced skills in strategic business management and strategic plan evaluation. Through practical frameworks, case studies, strategy workshops, KPI development, and evaluation tools, participants will learn how to formulate, implement, assess, and improve strategies that support long-term organizational success.

What You'll Learn and Practice

By joining this program, you will:

- Understand the principles and process of strategic business management.
- Conduct environmental scanning and industry analysis.
- Assess organizational strengths, weaknesses, opportunities, and threats.
- Define vision, mission, goals, and strategic priorities.
- Formulate corporate-level and business-level strategies.
- Build competitive positioning and sustainable advantage.
- Explore innovation and growth strategies.
- Align organizational structure, resources, and budgets with strategy.
- Apply change management and leadership practices during implementation.
- Use performance management systems to monitor strategy execution.
- Evaluate strategic plans, policies, and initiatives using practical frameworks.
- Design KPIs, metrics, and Balanced Scorecard measures.
- Apply scenario planning, strategic foresight, and risk assessment.
- Support continuous strategy improvement and adaptation.



The Program Flow

Day 1: Foundations of Strategic Management

- Introduction to strategic management concepts.
- Understanding the role of strategy in organizational success.
- Environmental scanning and industry analysis.
- Identifying market trends, competitive forces, and external risks.
- Organizational assessment and SWOT analysis.
- Defining vision, mission, values, and strategic goals.
- Practical exercise: Conducting a strategic diagnosis for an organization or business unit.

Day 2: Strategy Formulation

- Corporate-level strategies and portfolio choices.
- Business-level strategies and competitive positioning.
- Cost leadership, differentiation, focus, and hybrid strategies.
- Building competitive advantage and market relevance.
- Innovation and growth strategies.
- Selecting strategic options based on value, feasibility, and risk.
- Workshop: Formulating strategic options for a business challenge.

Day 3: Strategy Implementation

- Translating strategy into action.
- Aligning organizational structure with strategy.
- Resource allocation, budgeting, and prioritization.
- Change management and leadership for strategy execution.
- Building commitment, accountability, and ownership.
- Performance management systems for tracking implementation.
- Practical exercise: Developing a strategy implementation action plan.

Day 4: Strategic Plan Evaluation

- Evaluation frameworks and methodologies.
- Assessing the relevance, effectiveness, efficiency, and impact of strategic plans.
- Key Performance Indicators and strategic metrics.
- Applying the Balanced Scorecard approach.
- Reviewing strategic initiatives and policy outcomes.
- Continuous improvement processes for strategy refinement.
- Workshop: Creating an evaluation framework and KPI set for strategic initiatives.



Day 5: Advanced Strategic Analysis

- Scenario planning and strategic foresight.
- Preparing for uncertainty, disruption, and market change.
- Risk assessment and strategic risk management.
- Global strategy considerations.
- Ethical considerations in strategy and policy decisions.
- Building adaptive strategies for long-term resilience.
- Final activity: Presenting a strategic plan, evaluation framework, and implementation review roadmap.

Individual Impact

- Strengthen your strategic thinking and business management capability.
- Improve your ability to formulate and evaluate strategic plans.
- Build confidence in using analysis tools, KPIs, and evaluation frameworks.
- Enhance decision-making in complex and uncertain business environments.
- Improve your ability to connect strategy with resources, structure, and performance.
- Gain practical tools for continuous strategy review and improvement.

Work Impact

- Improve the quality of strategic planning and execution.
- Strengthen alignment between strategy, operations, resources, and performance.
- Improve accountability through clear KPIs and evaluation measures.
- Support better decisions on strategic initiatives, policies, and priorities.
- Increase organizational adaptability through scenario planning and risk assessment.
- Build a stronger culture of strategic review, learning, and continuous improvement.

Training Methodology

This program uses a practical and strategy-focused approach that helps participants apply strategic management tools to real organizational challenges. Learning methods include:

- Interactive discussions and guided facilitation.
- Strategic management case studies.
- Environmental scanning and SWOT analysis exercises.
- Strategy formulation and competitive positioning workshops.
- Resource allocation and implementation planning activities.
- KPI, Balanced Scorecard, and evaluation framework development.
- Scenario planning and strategic risk exercises.
- Group work, peer feedback, and practical action planning.



Beyond the Course

Upon completion, participants will be equipped to manage and evaluate strategy with greater structure, confidence, and strategic discipline. They will return ready to:

- Develop a strategic plan for their organization or department.
- Create an evaluation framework for assessing strategic initiatives.
- Design KPIs for measuring strategic success.
- Formulate an action plan for strategy implementation and review.
- Apply risk assessment and scenario planning to support strategic decisions.
- Continuously improve strategies in response to changing business conditions.

