Training Course on Strategic Planning and Execution

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's dynamic and competitive landscape, **strategic planning** is no longer a luxury but a necessity for sustained organizational growth and survival. Training Course on Strategic Planning and Execution equips participants with the essential knowledge and practical skills to develop robust **strategic plans** that align with organizational vision and goals. Furthermore, it delves into the critical aspect of **strategy execution**, providing frameworks and tools to translate plans into tangible results. By mastering both **strategic formulation** and effective **implementation**, organizations can enhance their **competitive advantage**, optimize resource allocation, and foster a culture of accountability and high performance. This program emphasizes the importance of **stakeholder alignment**, **risk management**, and continuous **performance monitoring** to ensure strategic initiatives are successfully delivered and contribute to long-term organizational success.

This comprehensive course offers a deep dive into the **strategic management process**, from environmental scanning and **SWOT analysis** to the development of strategic objectives and action plans. Participants will learn how to define clear **key performance indicators (KPIs)** and establish effective **performance management systems** to track progress and measure the impact of strategic initiatives. The program also addresses the challenges of **change management** and provides strategies for leading and engaging teams throughout the execution phase. Through interactive sessions, real-world **case studies**, and practical exercises, participants will gain the confidence and competence to contribute significantly to their organization's strategic success, driving **innovation** and achieving sustainable outcomes in a rapidly evolving business environment.

Programme Curriculum

Training Course on Strategic Planning and Execution

Introduction

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Course Duration

5 days

Course Objectives

1. Master the fundamentals of **strategic planning** and its importance in achieving organizational goals.
2. Conduct comprehensive **environmental analysis** to identify opportunities and threats.
3. Perform effective **SWOT analysis** to understand internal strengths and weaknesses.
4. Develop clear and measurable **strategic objectives** aligned with the organizational vision.
5. Formulate effective **strategic initiatives** and action plans with clear timelines and responsibilities.
6. Understand various **strategy execution frameworks** and their practical application.
7. Establish and utilize **key performance indicators (KPIs)** to track strategic progress.
8. Implement robust **performance management systems** to monitor and evaluate outcomes.
9. Navigate the complexities of **change management** during strategy implementation.
10. Foster **stakeholder alignment** and communication throughout the strategic process.
11. Integrate **risk management** into strategic planning and execution.
12. Utilize data-driven insights for **strategic decision-making** and adaptation.
13. Cultivate a culture of **strategic thinking** and accountability within the organization.

Organizational Benefits

- Enhanced **competitive advantage** through well-defined and executed strategies.
- Improved **resource allocation** and operational efficiency.
- Increased **employee engagement** and alignment with organizational goals.
- Better **decision-making** based on strategic priorities and data analysis.
- Stronger **organizational resilience** and adaptability to market changes.
- Enhanced **communication** and collaboration across departments.
- Improved **performance management** and accountability at all levels.

- Sustainable **long-term growth** and profitability.

Target Participants

1. Senior Leaders and Executives
2. Middle Management Professionals
3. Department Heads and Team Leaders
4. Strategy and Planning Managers
5. Business Development Managers
6. Project Managers
7. Management Consultants
8. Individuals seeking to enhance their strategic thinking skills

Course Outline

Module 1: Foundations of Strategic Planning

- Understanding the strategic planning process and its importance.
- Defining organizational vision, mission, and values.
- Exploring different levels of strategy (corporate, business, functional).
- Identifying key stakeholders and their influence.
- **Case Study:** Analyzing the strategic planning process of a successful multinational corporation.

Module 2: Environmental Analysis and SWOT

- Conducting external environmental analysis (PESTEL framework).
- Analyzing industry dynamics and competitive forces (Porter's Five Forces).
- Performing internal resource and capability analysis.
- Developing a comprehensive SWOT matrix.
- **Case Study:** Examining how a company used SWOT analysis to identify new market opportunities.

Module 3: Setting Strategic Objectives and Goals

- Defining SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives.
- Developing a strategic framework and cascading goals across the organization.
- Aligning strategic objectives with the organizational vision.
- Prioritizing strategic objectives based on impact and feasibility.
- **Case Study:** Reviewing the objective-setting process of a high-growth startup.

Module 4: Formulating Strategic Initiatives and Action Plans

- Brainstorming and evaluating potential strategic initiatives.
- Developing detailed action plans with timelines, responsibilities, and resources.
- Integrating strategic initiatives across different functional areas.
- Managing dependencies and potential roadblocks.
- **Case Study:** Analyzing the action plan of a successful product launch strategy.

Module 5: Strategy Execution Frameworks

- Exploring different strategy execution models (e.g., Balanced Scorecard).
- Establishing clear roles and responsibilities for execution.
- Developing communication and collaboration strategies for implementation.

- Managing resources effectively during execution.
- **Case Study:** Examining the implementation of the Balanced Scorecard in a service-based organization.

Module 6: Performance Management and Measurement

- Identifying and defining Key Performance Indicators (KPIs).
- Establishing performance targets and measurement systems.
- Monitoring and tracking progress against strategic objectives.
- Using data and analytics for performance evaluation.
- **Case Study:** Analyzing how a company used KPIs to track the success of a strategic initiative.

Module 7: Leading and Managing Strategic Change

- Understanding the principles of change management.
- Identifying and addressing resistance to change.
- Communicating the strategic vision and the need for change effectively.
- Engaging and empowering employees during the change process.
- **Case Study:** Reviewing the change management strategy of a company undergoing a major digital transformation.

Module 8: Continuous Improvement and Strategic Agility

- Establishing mechanisms for regular strategic review and adaptation.
- Fostering a culture of continuous improvement and learning.
- Building organizational agility to respond to market changes.
- Integrating feedback and lessons learned into future strategic cycles.
- **Case Study:** Examining how a company adapted its strategy in response to a significant market disruption.

Training Methodology

This training course will employ a highly interactive and engaging methodology, including:

- Interactive lectures and presentations
- Group discussions and brainstorming sessions
- Practical exercises and individual assignments
- Real-world case study analysis
- Role-playing and simulations
- Q&A sessions and feedback opportunities
- Action planning for immediate application

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org **or call** *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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