Training Course on Strategy and Strategic Planning

Professional Development Training Course Outline

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

Course Introduction

In today’s rapidly evolving business landscape, organizations must adopt robust strategic planning frameworks to maintain a competitive edge. Training Course on Strategy & Strategic Planning is designed to equip professionals with actionable insights, tools, and techniques to craft, execute, and measure high-impact strategies. With a focus on business intelligence, strategic foresight, and organizational alignment, this program empowers participants to drive growth and innovation in uncertain markets.

Through a blend of real-world case studies, interactive workshops, and cutting-edge frameworks, participants will explore corporate strategy, strategic decision-making, and scenario planning to enhance their strategic acumen. Whether you're a seasoned executive or an emerging leader, this course will provide the essential skills to align your team’s efforts with long-term organizational goals, boosting resilience and sustainability.

Programme Curriculum

Training Course on Strategy & Strategic Planning

Introduction

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Course Objectives

1. Understand the fundamentals of strategic planning and its impact on business growth.
2. Identify and apply competitive analysis tools to enhance decision-making.
3. Learn to conduct a SWOT and PESTLE analysis for environmental scanning.
4. Align organizational goals using OKRs (Objectives and Key Results).
5. Master strategic thinking and foresight techniques.
6. Design and implement a vision-driven strategy roadmap.
7. Integrate digital transformation strategies in business planning.
8. Evaluate business models using the Business Model Canvas (BMC).
9. Utilize KPIs (Key Performance Indicators) to measure strategy success.
10. Understand scenario-based planning to navigate uncertainty.
11. Apply risk management strategies in planning.
12. Leverage change management frameworks for strategic implementation.
13. Explore AI-driven strategy tools for enhanced analysis and forecasting.

Target Audience

1. C-level Executives (CEO, COO, CFO)
2. Senior Managers & Directors
3. Strategy Consultants
4. Entrepreneurs & Business Owners
5. Project Managers & Team Leaders
6. Business Analysts & Planners
7. MBA & Management Students
8. Government & Nonprofit Strategy Leaders

Course Duration: 5 days

Course Modules

Module 1: Strategic Thinking & Visioning

- Understand the principles of strategic thinking
- Develop long-term vision and mission statements
- Identify key stakeholders and their roles
- Learn to foster innovation and foresight
- Tools for strategic ideation and brainstorming
- **Case Study**: Apple’s Vision-Driven Product Strategy

Module 2: Strategic Environment Analysis

- Conduct SWOT and PESTLE analysis
- Analyze internal and external business environments
- Evaluate macroeconomic trends and market shifts
- Industry forces using Porter’s Five Forces
- Environmental scanning techniques
- **Case Study**: Netflix’s Adaptation to Streaming Market Trends

Module 3: Formulating Strategic Goals

- Defining SMART goals and OKRs
- Aligning strategic goals with business vision
- Prioritization and resource allocation
- Linking departmental goals to corporate strategy
- Goal setting for high-performance teams

- **Case Study**: Google’s Use of OKRs for Innovation

Module 4: Business Model Innovation

- Explore the Business Model Canvas
- Identify new revenue streams and value propositions
- Design customer-centric strategies
- Improve cost structure and partnerships
- Evaluate scalability and sustainability
- **Case Study**: Airbnb’s Disruption of the Hospitality Industry

Module 5: Strategy Execution & Alignment

- Create a strategy execution plan
- Align teams and departments to the strategy
- Build a culture of accountability
- Set KPIs and performance metrics
- Use balanced scorecards and dashboards
- **Case Study**: Toyota’s Lean Strategy Execution

Module 6: Risk & Change Management

- Identify and assess strategic risks
- Mitigate risks through contingency planning
- Apply change management models (e.g., Kotter's)
- Overcome resistance to change
- Communicate strategic changes effectively
- **Case Study**: IBM’s Strategic Shift to Cloud Computing

Module 7: Monitoring & Evaluation

- Track performance using KPIs
- Use feedback loops for continuous improvement
- Conduct strategy audits and reviews
- Benchmark against competitors
- Adjust plans based on performance data
- **Case Study**: Starbucks’ Global Strategy Evaluation

Module 8: Future-Proofing with AI & Technology

- Integrate AI and analytics in planning
- Forecast market trends with predictive tools
- Enhance decision-making with data insights
- Implement digital transformation strategies
- Use scenario planning for uncertainty
- **Case Study**: Tesla’s AI-Driven Strategy and Innovation

Training Methodology

- Interactive lectures and group discussions
- Hands-on workshops using strategic tools
- Real-world case study analysis and debriefs
- Role-playing and simulation activities
- Strategy mapping and visual planning sessions

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

Ready to enroll or request a customized program? Book online or contact us:

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