



*Training Course:
Optimizing Organizational Growth through
Strategic Planning*

*2 - 6 June 2025
Casablanca (Morocco)
New Hotel*

Training Course: Optimizing Organizational Growth through Strategic Planning

Training Course code: LS235580 From: 2 - 6 June 2025 Venue: Casablanca (Morocco) - New Hotel Training Course Fees: 4500 € Euro

Introduction

This 5-day training program is designed to equip senior leaders and directors with advanced strategies in strategic planning to optimize organizational growth. The program focuses on developing skills to create and implement strategic plans that drive long-term growth, enhance competitiveness, and align with organizational goals. Participants will gain the tools and techniques needed to identify growth opportunities, manage risks, and lead their organizations toward sustained success.

Target Audience

- Senior executives and directors
- Strategic planners and corporate development managers
- Department heads responsible for growth and expansion
- Business development and operational leaders

Objectives

- Master the principles of strategic planning to drive organizational growth.
- Identify and assess growth opportunities aligned with organizational objectives.
- Learn how to execute strategic initiatives that foster sustainable expansion.
- Develop skills in risk management and scenario planning for growth.
- Gain expertise in aligning strategic planning with operational efficiency and innovation.
- Enhance leadership abilities to guide teams toward achieving growth targets.

Outline

Day 1:

Foundations of Strategic Planning for Growth

- Understanding the role of strategic planning in driving organizational growth.
- Key components of a successful strategic plan.

- Aligning organizational vision, mission, and values with growth strategies.
- The strategic planning process: from formulation to implementation.
- Case studies: Organizations that optimized growth through strategic planning.

Day 2:

Identifying Growth Opportunities

- Techniques for identifying new market opportunities and trends.
- Analyzing industry dynamics and competitive landscapes to inform strategy.
- Exploring expansion strategies: new markets, product diversification, and innovation.
- Conducting SWOT and PEST analysis to assess growth potential.
- Workshop: Developing a growth opportunity assessment for your organization.

Day 3:

Strategic Risk Management and Scenario Planning

- Identifying risks and uncertainties that impact growth initiatives.
- Scenario planning techniques to prepare for future challenges and opportunities.
- Building flexible strategic plans that can adapt to changing environments.
- Mitigating risks and balancing growth with operational sustainability.
- Group activity: Creating a scenario planning model for strategic growth.

Day 4:

Execution of Growth Strategies

- Turning strategic plans into actionable initiatives.
- Resource allocation and budgeting to support growth projects.
- Monitoring and measuring progress against growth targets and KPIs.
- Fostering innovation and operational efficiency to support long-term growth.
- Hands-on exercise: Building a strategic action plan for organizational growth.

Day 5:

Leadership in Strategic Planning and Growth

- The role of leadership in driving and sustaining growth.
- Leading cross-functional teams to execute strategic growth initiatives.
- Effective communication strategies to align stakeholders with growth plans.
- Evaluating the long-term impact of growth strategies on organizational success.
- Final exercise: Creating a comprehensive strategic plan to optimize organizational growth.

Registration form on the Training Course: Optimizing Organizational Growth through Strategic Planning

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