



*Training Course:
Strategy Planning Professional (SPP)*

*3 - 7 November 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Strategy Planning Professional (SPP)

Training Course code: LS236032 From: 3 - 7 November 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

In today's dynamic business landscape, effective strategic planning is critical for organizational success and sustainable growth. Organizations that excel in strategy planning are better equipped to anticipate market changes, align resources, and execute their vision with clarity and agility.

The Strategy Planning Professional SPP program, designed by Global Horizon Training Center, empowers managers with the knowledge, tools, and frameworks necessary to develop, communicate, and implement robust strategic plans. This course blends theory with practical application, enabling participants to lead strategic initiatives that drive competitive advantage and organizational excellence.

Objectives

By the end of this program, participants will be able to:

- Understand core concepts and components of effective strategic planning.
- Conduct comprehensive environmental and internal analyses.
- Formulate clear, actionable strategic goals and objectives.
- Develop strategic plans that align with organizational vision and mission.
- Apply frameworks such as SWOT, PESTEL, and Balanced Scorecard.
- Communicate and implement strategic plans effectively.
- Monitor, evaluate, and adapt strategies for continuous success.

Course Methodology

The training employs a blended and interactive methodology including:

- Expert-Led Lectures on strategic planning principles and frameworks.
- Case Studies from diverse industries to illustrate best practices.
- Practical Workshops where participants apply tools and techniques.
- Group Discussions to share insights and experiences.
- Simulations and Scenario Planning for real-world strategic challenges.

- Templates and Action Plans for immediate workplace implementation.

Organizational Impact

Organizations investing in this program will benefit from:

- Enhanced strategic clarity and alignment across teams.
- Improved ability to anticipate and respond to market dynamics.
- More effective resource allocation supporting strategic priorities.
- Stronger leadership in driving strategy execution.
- Greater organizational agility and innovation.
- Improved performance measurement and strategic control.

Target Audience

This course is ideal for:

- Mid to Senior Managers involved in strategic decision-making.
- Business Unit Heads and Department Leaders.
- Strategy, Planning, and Business Development Managers.
- Project Managers seeking to align initiatives with strategy.
- Consultants and Advisors specializing in strategy.
- Any professional responsible for shaping organizational direction.

Outlines

Day 1: Foundations of Strategic Planning

- Introduction to Strategy and Strategic Planning
- Understanding Vision, Mission, and Core Values
- Environmental Scanning: External Analysis PESTEL, Industry Trends
- Internal Analysis: Resources, Capabilities, and Core Competencies
- Workshop: Conducting SWOT Analysis for Your Organization

Day 2: Strategy Formulation

- Setting Strategic Objectives and Priorities
- Competitive Analysis and Positioning
- Strategic Frameworks: Porter's Five Forces, Blue Ocean Strategy
- Crafting Strategic Options and Evaluating Alternatives
- Group Exercise: Developing Strategic Scenarios

Day 3: Strategy Implementation Planning

- Translating Strategy into Operational Plans
- Resource Allocation and Budgeting Aligned with Strategy
- Designing Organizational Structures and Processes for Strategy
- Change Management Principles for Strategy Execution
- Case Study: Successful Strategy Implementation Stories

Day 4: Monitoring and Control of Strategy

- Establishing Key Performance Indicators KPIs and Metrics
- Balanced Scorecard and Performance Dashboards
- Strategy Review Meetings and Continuous Improvement
- Risk Management in Strategic Planning

Day 5: Leading Strategic Change

- Leadership Roles in Strategic Planning and Execution
- Building a Culture of Strategic Thinking and Agility
- Communication Strategies for Engaging Stakeholders
- Overcoming Barriers and Resistance to Change

Registration form on the Training Course: Strategy Planning Professional (SPP)

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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