



*Training Course:
Certified Strategy and Business Planning
Professional*

*18 - 22 August 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Certified Strategy and Business Planning Professional

Training Course code: SC236088 From: 18 - 22 August 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 6000 € Euro

Introduction:

The Certified Strategy and Business Planning Professional program is designed by Global Horizon Training Center to equip current and future business leaders with the essential tools, frameworks, and methodologies for developing and executing effective business strategies. In today's fast-paced and competitive global market, the ability to craft, implement, and sustain a strategic vision is critical to organizational success.

This program bridges the gap between high-level strategic thinking and practical implementation, providing participants with the knowledge and skills to lead strategic planning initiatives, align organizational goals, and monitor performance effectively.

Objectives:

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

- Understand the core principles of strategic thinking and strategic planning.
- Apply practical tools for environmental scanning, SWOT, and PESTEL analysis.
- Develop actionable and measurable strategic and business plans.
- Align organizational resources and capabilities with strategic goals.
- Lead the strategy implementation process and measure outcomes using KPIs and balanced scorecards.
- Build strategic agility and improve decision-making in uncertain environments.

Course Methodology:

This course is highly interactive, blending theoretical frameworks with real-world applications through:

- Case studies and real-world simulations
- Group discussions and role plays
- Interactive lectures and concept briefings
- Strategic planning toolkits and templates
- Individual and team-based exercises
- Final strategy presentation and feedback

Organizational Impact:

Organizations that invest in this course can expect to see:

- Stronger alignment between strategic objectives and day-to-day operations.
- Enhanced capability to anticipate market changes and respond proactively.
- More robust business planning and performance management processes.
- Improved communication and collaboration among strategy and operations teams.
- Greater innovation and agility in strategy execution.

Target Audience:

This program is designed for:

- Business unit heads and department managers
- Strategy and planning officers
- Corporate performance managers
- Financial planners and analysts
- Consultants and advisors involved in strategic planning
- Professionals aspiring to move into strategic roles

Outlines

Day 1: Foundations of Strategic Thinking and Planning

- Introduction to strategy and strategic management
- Vision, mission, and values development
- Understanding competitive advantage
- Levels of strategy: corporate, business, and functional
- Strategic planning cycle and frameworks Mintzberg, Porter

Day 2: Strategic Analysis and Environmental Scanning

- External analysis: PESTEL and industry structure Porter's 5 Forces

- Internal analysis: VRIO, Core competencies, Value chain
- SWOT analysis integration
- Identifying key drivers for strategic change
- Stakeholder analysis and engagement strategies

Day 3: Developing the Strategic Plan

- Setting strategic goals and SMART objectives
- Strategic options and scenario planning
- Gap analysis and priority setting
- Risk assessment and mitigation planning
- Constructing a strategic roadmap and action plan

Day 4: Strategy Execution and Alignment

- Aligning resources, people, and processes
- Cascading strategy into operational plans
- Change management principles for strategic implementation
- Developing KPIs and performance measurement systems
- Balanced Scorecard approach and dashboard tools

Day 5: Monitoring, Evaluation, and Strategic Agility

- Strategic control and feedback mechanisms
- Strategy review and adaptive planning cycles
- Building a culture of strategic thinking
- Innovation and agility in business strategy
- Final group presentations: Developing and defending a strategic plan

Registration form on the Training Course: Certified Strategy and Business Planning Professional

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