



*Training Course:  
Strategic Planning, Communication,  
Measurement & Implementation*

*3 - 7 August 2026  
Casablanca (Morocco)*

# Training Course: Strategic Planning, Communication, Measurement & Implementation

Training Course code: LS1025 From: 3 - 7 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

## Introduction

In today's rapidly changing business environment, strategic planning is more critical than ever. Effective leaders need to develop the ability to create, communicate, implement, and measure the success of strategies that align with the organization's long-term objectives. This comprehensive program provides participants with a step-by-step guide to strategic planning, emphasizing the importance of clear communication, efficient implementation, and accurate measurement.

This program integrates strategic thinking with practical tools, exercises, and case studies to help leaders develop and execute successful strategies in their organizations.

## Objectives

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

- Understand the fundamental concepts of strategy and how to develop it effectively.
- Create a compelling vision, mission, and strategy that align with organizational goals.
- Develop a strategy planning process and apply tools like SWOT and Porter's 5 Forces.
- Communicate the strategy across the organization to ensure alignment and commitment.
- Implement strategies successfully, using project management tools and setting clear expectations.
- Measure the success of strategies with a balanced scorecard, KPIs, and variance analysis.

## Target Audience

- **Senior Executives and Directors**  
Leaders responsible for setting the strategic direction and ensuring organizational alignment.
- **Middle and Senior Managers**  
Managers who need to develop, communicate, and implement strategies within their teams and departments.
- **Project and Program Managers**  
Leaders overseeing projects that align with strategic objectives and require clear planning, implementation, and measurement.
- **HR and Organizational Development Professionals**  
HR leaders responsible for aligning talent strategies with organizational goals and supporting strategy implementation.
- **Entrepreneurs and Business Owners**  
Entrepreneurs seeking to align their business strategy with market dynamics and long-term growth.
- **Aspiring Leaders and High-Potential Employees**  
Emerging leaders preparing for strategic decision-making roles within their organizations.

## 5-Day Training Outline

### Day 1: Strategy - What is it and How to Effectively Create it?

- Introduction to Strategy: Major international concepts on what strategy is and what it is not
- Developing Strategic Thinking: Cultivating a mindset for strategic decision-making
- Vision, Mission, and Strategy: Understanding the relationships between them and how to create a natural flow
- The Steps in Developing a Strategy: A checklist for formulating strategy
- Understanding Your Unique Competitive Advantage: How to identify and state it clearly
- Formulating Strategy and Managing Change: How to stay agile in a changing environment
- Creating a Corporate Culture of Strategic Development: Fostering an organization-wide approach to strategy
- The Essence of Globalization and Global Strategy: Expanding your strategy in the global market
- Review of Day 1

### Day 2: The Strategic Process - Applying What We've Learned

- The Strategic Process: Understanding the steps and importance of the process
- Choosing the Right Strategies: How to select the best strategies for your organization
- The Environmental Scan: Conducting external analysis using the PESTLE tool
- MBC vs. SBC Strategies: Market-Based vs. Resource-Based Competition
- SWOT Analysis: Strategic options and analyzing business attractiveness
- Strategy Matrix: Understanding strategic options
- Goals & Objectives: Setting short-term, medium-term, and long-term objectives
- Contingency Planning: Preparing for unexpected challenges
- Documenting the Plan: Recording your strategy for clear execution
- Review of Day 2

### Day 3: Communication - The Challenge of Getting Everyone on the Same Page

- Communicating the Plan: Effective communication strategies to share the strategy across the organization
- Leveraging Communication Styles: Using people's learning styles to communicate more effectively
- Using Your Emotional Intelligence: Managing emotions during communication
- Dealing with Resistance: How to overcome opposition to the strategy
- Setting Up a Rewards System: Encouraging engagement and alignment through incentives
- Celebrating Success: Maintaining momentum and building on wins
- Review of Day 3

### Day 4: Strategic Implementation - Turning Plans into Action

- Effective Implementation: Converting strategy into action with clear planning
- Using Project Management Tools: Tools and techniques to manage strategic execution
- Setting Expectations and Benchmarks: Defining milestones and progress checks
- Creating Teams and Assigning Tasks: Building the right teams to implement the strategy
- Using the Deming Model PDCA: Plan-Do-Study-Act for continuous improvement
- Developing Action Plans that Work: Structuring effective action plans for implementation
- Review of Day 4

### Day 5: Measurement for Success - Evaluating the Strategy

- Developing Accurate and Relevant Measurement Systems: Tools for tracking progress
- Separating KPIs from Other Metrics: How to focus on what matters
- The Balanced Scorecard: Integrating financial and non-financial measurements for success
- Using the BSC to Manage the Strategic Budget: Linking the scorecard to strategic financial planning
- Variance Analysis: Using performance metrics to adjust strategies as needed
- Review of Day 5

## Registration form on the Training Course: Strategic Planning, Communication, Measurement & Implementation

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
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 Official E-Mail: .....

### Company Information

Company Name: .....  
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 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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