



*Training Course:  
Business Strategy & Planning for Managers*

*20 - 24 July 2026  
Casablanca (Morocco)*

## Training Course: Business Strategy & Planning for Managers

Training Course code: LS235321 From: 20 - 24 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction

Welcome to the Business Strategy & Planning for Managers training program, expertly curated and presented by Global Horizon Training Center. In today's ever-changing business landscape, effective strategic planning is vital for the success and growth of organizations. This program is designed to equip managers with the knowledge, skills, and tools needed to create, implement, and adjust business strategies that drive sustainable growth and competitive advantage. At Global Horizon Training Center, we are dedicated to providing high-quality training that enables professionals to navigate complex strategic challenges successfully.

### Objectives

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

- Develop a comprehensive understanding of business strategy and its critical role in organizational success
- Analyze internal and external factors influencing strategic decision-making
- Apply strategic planning frameworks to create actionable and impactful strategies
- Align business strategies with organizational goals and market trends
- Enhance decision-making skills and adaptability in dynamic business environments

### Target Audience

This program is ideal for:

- Mid- to senior-level managers
- Team leaders
- Department heads and directors
- Executives responsible for strategic decision-making
- Business development and strategy managers
- Project managers
- Professionals looking to enhance their strategic planning skills
- Individuals aiming to contribute significantly to organizational success

### Program Outline

#### Day 1: Understanding Business Strategy

- Definition and Components of Business Strategy

- What constitutes a business strategy
- How strategy drives organizational direction and success
- The Role of Business Strategy in Organizational Success
  - Long-term growth and competitive advantage
- Types of Business Strategies
  - Differentiation, cost leadership, and focus strategies
- Case Studies on Successful Business Strategies
  - Learning from real-world examples of business strategy success

#### Day 2: Analyzing Internal and External Factors

- SWOT Analysis
  - Analyzing strengths, weaknesses, opportunities, and threats
- PESTEL Analysis
  - Assessing political, economic, social, technological, environmental, and legal factors
- Industry and Competitor Analysis
  - Understanding market forces and competitive dynamics
- Identifying Key Success Factors
  - Determining what drives success in your industry and organization

#### Day 3: Strategic Planning Frameworks

- Introduction to Strategic Planning Frameworks
  - BCG Matrix, Ansoff Matrix, and other strategic tools
- Goal-Setting and Objective Development
  - Developing clear and measurable strategic goals
- Developing Strategic Initiatives and Action Plans
  - Translating strategy into actionable initiatives
- Role-Playing Exercises for Practical Application
  - Applying strategic frameworks in real-world scenarios

#### Day 4: Aligning Strategy with Organizational Goals

- Ensuring Alignment with Organizational Mission and Values
  - Creating a cohesive strategy that supports company goals and values
- Communicating and Cascading Strategy Throughout the Organization
  - Engaging employees and stakeholders in the strategic vision
- Balancing Short-Term and Long-Term Strategic Goals
  - Achieving immediate objectives while planning for future success

#### Day 5: Implementing and Adapting Strategies

- Execution of Strategic Plans
  - Bringing strategies to life through effective execution
- Monitoring and Measuring Strategic Performance
  - Tracking progress and adjusting as needed
- Adapting Strategies to Changing Market Conditions
  - Flexibility and adaptability in the face of external changes
- Creating a Culture of Strategic Agility and Innovation
  - Ensuring long-term success through continuous improvement and innovation

## Registration form on the Training Course: Business Strategy & Planning for Managers

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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): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

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

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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Giza, Giza Governorate,  
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