



*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, thoughtfully curated and presented by Global Horizon Training Center. In today's dynamic business landscape, effective strategic planning is crucial for organizational success. This program is designed to empower managers with the knowledge and skills needed to formulate, implement, and adapt business strategies that drive sustainable growth. Global Horizon Training Center is committed to delivering high-quality training programs that equip professionals with the tools necessary to navigate complex strategic challenges.

Objectives:

- Develop a comprehensive understanding of business strategy and its importance in organizational success.
- Equip managers with the skills to analyze internal and external factors influencing strategic decisions.
- Provide tools and frameworks for effective strategic planning and execution.
- Foster the ability to align business strategies with organizational goals and market trends.
- Enhance decision-making skills and adaptability in the face of dynamic business environments.

Target Audience:

This program is tailored for mid to senior-level managers, team leaders, and executives responsible for strategic decision-making within their organizations. It caters to professionals seeking to enhance their strategic planning skills and contribute significantly to their company's success.

Outlines:

Day 1:

Understanding Business Strategy

- Definition and components of business strategy
- The role of business strategy in organizational success
- Types of business strategies: differentiation, cost leadership, and focus
- Case studies on successful business strategies

Day 2:

Analyzing Internal and External Factors

- SWOT analysis: strengths, weaknesses, opportunities, threats
- PESTEL analysis for assessing external factors
- Industry and competitor analysis
- Identifying key success factors

Day 3:

Strategic Planning Frameworks

- Introduction to strategic planning frameworks e.g., BCG Matrix, Ansoff Matrix
- Goal-setting and objective development
- Developing strategic initiatives and action plans
- Role-playing exercises for practical application

Day 4:

Aligning Strategy with Organizational Goals

- Ensuring alignment with organizational mission and values
- Communicating and cascading strategy throughout the organization
- Engaging stakeholders in the strategic planning process
- Balancing short-term and long-term strategic goals

Day 5:

Implementing and Adapting Strategies

- Execution of strategic plans
- Monitoring and measuring strategic performance
- Adapting strategies to changing market conditions
- Creating a culture of strategic agility and innovation

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

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