



*Training Course:
Strategic Thinking, vision & Planning*

*7 - 11 September 2026
Casablanca (Morocco)*

Training Course: Strategic Thinking, vision & Planning

Training Course code: LS1096 From: 7 - 11 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ Euro

Introduction

Too often, company executives and professionals spend most of their time addressing day-to-day problems. They react to challenges rather than focusing on creating a vision and strategic plans for the company's future. This program aims to shift that mindset from reactive management to proactive strategic planning and implementation.

In this course, you will develop the skills to transform your management approach from merely responding to events to actively creating the outcomes you desire. This is essential for anyone involved in:

- Developing a new company/division/department
- Improving performance amidst major changes in business conditions
- Balancing financial and non-financial objectives
- Growing an existing company/division/department
- Planning your own career with a strategic approach

Objectives

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

- Develop a comprehensive plan to achieve personal and organizational goals and apply strategic thinking across the business.
- Set clear goals and define where both the individual and the organization want to be.
- Develop a strategic plan for their organization company/division/business unit/team and for themselves personally.
- Identify key principles and mechanisms that drive successful implementation of strategy.
- Create measurable action plans that lead to success by identifying, measuring, and tracking critical success factors.

Target Audience

- **Senior Executives and Directors**
Leaders responsible for shaping the strategic direction and driving long-term organizational success.
- **Middle and Senior Managers**
Managers tasked with executing strategic plans and aligning their teams with organizational goals.
- **HR and Organizational Development Professionals**
HR leaders working on aligning workforce development with business strategy.
- **Business Consultants and Strategy Professionals**
Consultants helping organizations define, plan, and implement strategies.
- **Entrepreneurs and Business Owners**

Business owners looking to scale their companies and apply strategic thinking to their operations.

- **Aspiring Leaders and High-Potential Employees**
Professionals preparing for leadership roles, wanting to develop strategic thinking and planning skills.
- **Project and Program Managers**
Professionals who need to link project execution with organizational strategy.

5-Day Training Outline

Day 1: How We Think - Strategic Concepts and Foundations

- What is strategy? Defining core concepts and terms
- What is a strategic plan?
- Understanding strategic vs. operational goals
- Two key leadership roles: Visionary CEO and Chief Implementer COO
- Leadership self-assessment and reflection
- Building a strategy/business planning team
- Mini-case study: Strategy development in practice

Day 2: Strategic Planning - Building the Foundation

- Review of Day 1 - Questions and Answers
- Cost-based vs. differentiation-based strategies
- Understanding the business model: Integrated supply-demand chain
- Developing a shared vision, mission, and values
- Practical group exercise on Vision/Mission statements
- Analysis of the business environment: SPECTER technique and 5-forces analysis
- Mini-case study: Environmental and competitive analysis

Day 3: Linkage to Marketing and Sales Strategy

- Review of Day 2 - Questions and Answers
- Evaluating market structures, trends, and prospects
- SWOT analysis and strategy matrix
- Strategic choice: Making effective strategy selection decisions
- Developing marketing and sales plans
- Capturing value through market plans, not just volume
- Mini-case study: Marketing strategy and execution

Day 4: Financial Dimensions of Strategy

- Review of Day 3 - Questions and Answers
- Strategic vs. operational finance
- The strategic role of the Chief Financial Officer CFO
- Financial risk and volatility impact on strategy
- Globalization and financial markets
- Financial considerations: Capital-labor substitution, overhead costs, breakeven analysis
- Strategic cost analysis and value engineering
- Mini-case study: Financial impact on strategic decisions

Day 5: Bringing It All Together - Strategic Implementation

- Review of Day 4 - Questions and Answers
- Aligning vision, mission, and strategic goals
- Developing action plans and KPIs Key Performance Indicators
- Building a business strategy team and gaining organizational buy-in
- The importance of dynamic alignment and competitive business models
- The future of strategic management in a globalized world
- Final thoughts and conclusions

Registration form on the Training Course: Strategic Thinking, vision & Planning

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