



*Training Course:  
Strategic Planning*

*3 - 7 August 2026  
Madrid (Spain)*

## Training Course: Strategic Planning

Training Course code: LS235500 From: 3 - 7 August 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

### Introduction

In today's dynamic business environment, strategic planning is essential for achieving sustainable success and organizational growth. This program, designed by [Global Horizon Training Center](#), equips participants with the knowledge, tools, and frameworks required to develop and implement effective strategic plans at both organizational and individual levels.

The program focuses on building a clear strategic vision, analyzing internal and external environments, and translating strategy into actionable plans. Through practical applications and real-world insights, participants will enhance their ability to contribute to long-term organizational success.

### Objectives

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

- Understand the fundamentals and importance of strategic planning
- Analyze internal and external organizational environments
- Develop vision, mission, and strategic direction
- Define and evaluate strategic goals and supporting plans
- Implement and monitor strategic action plans effectively

### Target Audience

This program is designed for:

- Executive Managers and General Managers
- Department Heads and Administrative Managers
- Leaders seeking to enhance strategic planning capabilities
- Professionals involved in management and strategic planning

### Program Outline

#### Day 1: Foundations of Strategic Planning

- Introduction to strategic planning and its importance
- External and internal environment analysis
- Developing vision, mission, and strategic direction

#### Day 2: Strategic Goals and Planning

- Defining strategic goals and objectives
- Analyzing and prioritizing strategic initiatives
- Identifying sub-plans and action steps

#### Day 3: Strategic Analysis and Action Planning

- Applying strategic analysis models
- Evaluating goals and initiatives
- Developing a comprehensive strategic action plan

#### Day 4: Strategy Implementation and Execution

- Executing strategic plans effectively
- Monitoring progress toward strategic objectives
- Addressing implementation challenges

#### Day 5: Performance Monitoring and Evaluation

- Establishing performance monitoring systems
- Measuring impact and outcomes
- Continuous improvement and strategic adjustment

## Registration form on the Training Course: Strategic Planning

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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
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### Easy Ways To Register

Telephone:  
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info@gh4t.com  
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