



*Training Course:
Strategic Business Excellence & Market
Intelligence*

*17 - 21 August 2026
Barcelona (Spain)*

Training Course: Strategic Business Excellence & Market Intelligence

Training Course code: MA236515 From: 17 - 21 August 2026 Venue: Barcelona (Spain) - Training Course Fees: 5775 € Euro

Introduction

In today's rapidly evolving business environment, organizations require professionals who can combine strategic thinking, market awareness, operational excellence, and effective collaboration to drive sustainable success. High-performing employees are expected not only to understand financial and business dynamics, but also to contribute to organizational growth through informed decision-making, market intelligence, quality-focused performance, and cross-functional communication.

Designed by Global Horizon Training Center, this comprehensive 5-day training program equips participants with the strategic competencies required to excel in modern business environments. The program focuses on strengthening market understanding, enhancing business performance capabilities, improving strategic communication and collaboration, and fostering a culture of quality and excellence.

Participants will gain practical insights into market trends, business analysis, strategic planning, performance reporting, stakeholder engagement, and continuous improvement practices. Through interactive discussions, case studies, and applied business scenarios, the program enables professionals to align operational performance with organizational objectives while enhancing their contribution to strategic business success.

The program also emphasizes the integration of financial awareness, market intelligence, and business excellence principles to support more effective planning, reporting, and organizational decision-making.

Course Objectives

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

- Strengthen strategic business thinking and market awareness
- Enhance communication and collaboration within business environments
- Improve understanding of market trends, customer expectations, and competitive positioning
- Apply quality and excellence principles to business operations
- Develop advanced approaches to business planning and performance reporting
- Interpret business and financial information to support decision-making
- Improve stakeholder engagement and cross-functional coordination
- Utilize strategic analysis tools for business improvement
- Support organizational growth through performance-driven initiatives
- Align business activities with organizational strategy and objectives

Target Audience

This program is designed for:

- Business Professionals and Specialists
- Strategy and Planning Personnel
- Business Development Professionals
- Financial and Commercial Teams
- Market Research and Analysis Staff
- Corporate Performance and Excellence Professionals
- Team Leaders and Supervisors
- Professionals involved in reporting, planning, and business improvement initiatives

Outlines

Day 1:

Strategic Business Excellence Foundations

- The evolving role of business professionals in modern organizations
- Principles of business excellence and organizational effectiveness
- Strategic thinking and value-driven business performance
- Understanding organizational goals and strategic alignment
- Introduction to business excellence frameworks
- Building a culture of continuous improvement
- Key drivers of operational and strategic success
- Integrating quality principles into daily business operations

Day 2:

Market Intelligence & Commercial Awareness

- Understanding market dynamics and industry trends

- Competitive analysis and market positioning techniques
- Customer expectations and value creation
- Tools for market research and business intelligence
- Identifying business opportunities and market risks
- Strategic approaches to market understanding
- Data interpretation for market-driven decisions
- Enhancing commercial awareness within organizations

Day 3:

Effective Communication & Cross-Functional Collaboration

- Strategic communication in business environments
- Building collaborative working relationships
- Communication techniques for business professionals
- Stakeholder engagement and relationship management
- Managing communication across departments and teams
- Presentation and reporting communication skills
- Influencing and negotiation techniques
- Enhancing teamwork and organizational cooperation

Day 4:

Business Planning, Reporting & Performance Analysis

- Advanced business planning methodologies
- Aligning operational plans with organizational strategy
- Performance measurement and KPI development
- Business reporting techniques and best practices
- Data-driven decision-making approaches
- Financial awareness for business professionals

- Analyzing business performance indicators
- Preparing strategic and management reports

Day 5:

Quality, Excellence & Business Improvement Strategies

- Principles of quality management and business excellence
- Continuous improvement methodologies
- Business process improvement strategies
- Managing organizational performance and accountability
- Innovation and business sustainability concepts
- Risk awareness and proactive problem-solving
- Developing action plans for business enhancement
- Building long-term organizational excellence initiatives

Registration form on the Training Course: Strategic Business Excellence & Market Intelligence

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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:
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 Personal E-Mail:
 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):
 Position:
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 Personal E-Mail:
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Payment Method

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