



*Training Course:
Strategic Thinking & Business Planning*

*19 - 23 October 2026
Paris (France)*

Training Course: Strategic Thinking & Business Planning

Training Course code: MA236269 From: 19 - 23 October 2026 Venue: Paris (France) - Training Course Fees: 5775 € Euro

Introduction

In today's dynamic business environment, leaders must adopt proactive strategic thinking and structured planning to achieve sustainable success. The [Strategic Thinking & Business Planning Excellence](#) program, developed by Global Horizon Training Center, equips participants with the skills to define clear objectives, develop actionable strategies, and drive measurable organizational performance.

Course Objectives

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

- Develop a strategic mindset to achieve organizational and personal objectives
- Define and align organizational goals with long-term vision
- Design actionable business plans at organizational and departmental levels
- Apply frameworks for effective strategy execution
- Measure and monitor critical success factors and KPIs
- Enhance strategic thinking at both leadership and operational levels

Target Audience

This program is designed for:

- Senior Executives and Leaders
- Strategy and Planning Professionals
- Department Heads and Business Unit Managers
- Entrepreneurs and Business Owners
- Professionals involved in strategic decision-making and execution

Outline

Day 1 - Strategic Thinking and Leadership Foundations

- Defining strategy and strategic planning
- Analytical vs. creative thinking approaches
- Leadership vs. management roles
- Strategic vs. operational goals

- Executive leadership roles vision vs. execution
- Building strategic planning teams

Day 2 - Strategic Planning Frameworks and Analysis

- Competitive strategies: cost leadership vs. differentiation
- Business model development and value creation
- Crafting vision, mission, and organizational values
- Environmental analysis frameworks SPECTER, Porter's Five Forces
- Aligning strategy with market and organizational context

Day 3 - Strategy Alignment with Marketing and Growth

- Market evaluation and opportunity identification
- SWOT analysis and strategic decision-making
- Linking strategy with marketing and sales plans
- Developing value-driven market strategies
- Aligning customer needs with business objectives

Day 4 - Financial Strategy and Business Planning

- Strategic vs. operational financial planning
- Role of financial leadership in strategy execution
- Managing financial risks and market volatility
- Strategic cost management and resource allocation
- Supply chain considerations in strategic planning

Day 5 - Strategy Execution and Performance Management

- Translating strategy into actionable plans
- Developing KPIs and performance metrics
- Aligning teams and gaining organizational buy-in
- Managing change and implementation challenges
- Future trends in strategic thinking and business planning

Registration form on the Training Course: Strategic Thinking & Business Planning

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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