



*Training Course:
Strategic Planning*

*28 June - 2 July 2027
Casablanca (Morocco)*

Training Course: Strategic Planning

Training Course code: LS235500 From: 28 June - 2 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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

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