



*Conference:
Setting Business Goals, Targets & Deliverables*

*8 - 12 February 2027
Barcelona (Spain)*

Conference: Setting Business Goals, Targets & Deliverables

Conference code: CO8214 From: 8 - 12 February 2027 Venue: Barcelona (Spain) - Conference Fees: 6300 € Euro

Introduction

Strategic planning is key to long-term organizational success but requires vision beyond past trends. This seminar focuses on preparing organizations for a dynamic future by setting focused, competitive goals. Participants will explore strategy concepts, formulation approaches, and real-world case studies, with hands-on group work and practical insights from expert-led examples. Position your organization for sustained success in an ever-changing environment.

Objectives

- Understand how to design visionary strategic plans
- Work out how to translate strategic plans into action plans
- Examine a model for organizational and individual assessment
- Provide insights into strategic planning problems to avoid
- Identify and learn from examples of strategic success and failure
- Understand the nature of the organizational life cycle
- Provide insights into productive contingency planning

Target Audience

This seminar is designed for:

- Senior Managers and Executives
- Strategic Planning and Business Strategy Professionals
- Business Unit Leaders and Department Heads
- General Managers and Operations Managers
- Project and Program Managers involved in strategy execution
- Business Development and Transformation Managers
- Management Consultants and Analysts
- Entrepreneurs and Business Owners
- Functional Managers Finance, HR, Marketing, Operations involved in planning
- Middle Managers preparing for strategic leadership roles
- Professionals seeking to develop strategic planning, execution, and organizational transformation skills

Outlines

Day 1: The Strategic Planning process

- Introduction to the seminar - structure, and content
- Strategy - concept, and significance
- "Competitive Positioning" versus "Blue Sky" approaches
- Achieving competitive advantage through flexibility and agility
- The interaction of strategy, structure and business processes
- Gathering information and intelligence for the SWOT analysis
- Mini-cases and group discussion - "Cost versus Differentiation"
- Review of Day One

Day 2: The Strategic Planning process

- Vision and mission statements - preparing for the future
- Business analysis and contingency planning
- Strategic choice
- Converting the SWOT analysis into the "Strategy Matrix"
- Strategy formulation - programs, projects, policies
- Transforming the organization - strategy implementation and managing change
- Mini-case and group discussion - major strategic re-orientation
- Review of Day Two

Day 3: Assessing the current state of the organization

- Leadership and management in relation to strategy
- Customer and market focus
- Human resources and knowledge management
- Building a strategic planning team
- Effective process management to achieve business results
- Monitoring and measuring business performance

- Mini-case and group discussion - a market entry problem
- Review of Day Three

Day 4: Avoiding the pitfalls of strategic planning

- The strategy life-cycle and the problem of strategic drift
- Getting innovative thinking into the organization
- The potentially negative dimensions of success
- How to avoid "paralysis by analysis"
- Overcoming inability to evaluate fresh ideas, denying the truth and thinking inside the box
- The critical importance of team building and teamwork
- Mini-case and group discussion - how and why a good organization can go bad
- Review of Day Four

Day 5: Personal strategic planning

- Applying strategic tools and techniques to the individual
- Personal goal setting, creating a personal strategic plan
- Implementing change - achieving progress as a strategic manager
- The mix of competencies and personal skills required in 21st-century business
- Executing strategy - how to break it down and get it done
- Developing inspiration and gathering support
- Overcoming adversity by leveraging your skills and building on success
- Conclusion - a personal role in the strategic planning and goal setting processes

Registration form on the Conference: Setting Business Goals, Targets & Deliverables

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