



*Training Course:
Strategic Planning*

*5 - 9 July 2027
Casablanca (Morocco)*

Training Course: Strategic Planning

Training Course code: LS235500 From: 5 - 9 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

Training Course code: LS235500 From: 5 - 9 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

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
- ☐ Please invoice my company

Easy Ways To Register

Telephone:
+201095004484 to
provisionally reserve your
place.

Fax your completed
registration
form to: +20233379764

E-mail to us :
info@gh4t.com
or training@gh4t.com

Complete & return the
booking form with cheque
to: Global Horizon
3 Oudai street, Aldouki,
Giza, Giza Governorate,
Egypt.