



*Training Course:
Strategic Planning: Building the Future with
Effective Strategies*

*12 - 16 July 2027
Casablanca (Morocco)*

Training Course: Strategic Planning: Building the Future with Effective Strategies

Training Course code: LS235669 From: 12 - 16 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Strategic planning is a critical driver of organizational success in today's dynamic and competitive environment. This program, designed by [Global Horizon Training Center](#), equips participants with the knowledge and practical tools required to develop, implement, and manage effective strategic plans.

The program focuses on enhancing strategic thinking, analyzing internal and external environments, and aligning operational activities with long-term objectives. Through practical applications and real-world insights, participants will gain the ability to contribute effectively to organizational growth, optimize resource utilization, and respond proactively to emerging challenges and opportunities.

Objectives

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

- Understand core principles and methodologies of strategic planning
- Analyze business environments using established frameworks
- Develop clear, measurable, and achievable strategic objectives
- Translate strategy into actionable plans and initiatives
- Monitor, evaluate, and refine strategies to ensure sustained success

Target Audience

This program is designed for:

- Professionals involved in strategic planning and execution
- Managers and team leaders contributing to organizational strategy
- Business professionals seeking to enhance strategic thinking skills
- Individuals responsible for supporting strategic initiatives across functions

Program Outline

Day 1: Fundamentals of Strategic Planning

- Introduction to strategic thinking and planning
- Overview of the strategic planning process
- Differentiating strategic, tactical, and operational goals

- Case study: the impact of strategic planning on success

Day 2: Analyzing the Business Environment

- External analysis using PESTEL framework
- Internal analysis and competitive advantage
- Conducting SWOT analysis
- Practical exercise: applying SWOT to real scenarios

Day 3: Setting Goals and Crafting Strategies

- Characteristics of effective strategic goals
- Aligning individual, team, and organizational objectives
- Strategic decision-making techniques
- Workshop: drafting and prioritizing strategic initiatives

Day 4: Strategy Implementation and Resource Management

- Translating strategy into action plans
- Resource allocation time, talent, budget
- Identifying risks and mitigation strategies
- Simulation: developing and presenting implementation plans

Day 5: Monitoring and Continuous Improvement

- Establishing KPIs and performance metrics
- Monitoring tools and evaluation techniques
- Adapting strategies to changing environments
- Final workshop: developing a comprehensive strategic plan

Registration form on the Training Course: Strategic Planning: Building the Future with Effective Strategies

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