BLACKBIRD FOR TRAINING

The Process of Professional Strategic Planning Comprehensive Course

3 – 14 May 2027
Amsterdam (Netherlands)

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Ref: 3254290_152098 **Date:** 3 – 14 May 2027 **Location:** Amsterdam (Netherlands) **Fees:** 9400 GBP

Introduction

An organization without a strategy is like a ship without a rudder. Why is strategic planning important? Without a clear roadmap, organizations cannot provide exceptional value to stakeholders or achieve sustainable growth. This is where the role of strategic planning becomes essential. Strategic planning is about setting ambitious goals, understanding both current and future environments, and providing a clear direction for the organization.

In this comprehensive strategic planning course, we will guide participants through the stages of the strategic planning process. From the initial 'thinking' phases to 'planning' and 'execution,' participants will learn how to create a strategic plan tailored to their organization's unique needs. By the end of the course, attendees will be equipped to implement or improve strategic processes, ensuring sustainable success and growth.

Course Objectives

- Apply strategic thinking to analyze their current environment and define organizational ambition.
- Employ the strategic planning steps to achieve desired goals.
- Assess and choose strategies that create sustainable competitive advantages.
- Determine strategic plan goals and objectives, Key Performance Indicators KPIs, and SMART targets.
- Convert strategic business plans into actionable operating plans.
- Participate in the performance management cycle to ensure successful execution of chosen strategies.

Course Outlines

Day 1: Strategic Thinking and Planning

- Introduction to the elements of strategic planning.
- Strategy Safari and the Strategic Management Processes.
- Differentiating strategic thinking from strategic planning.
- The benefits of strategic planning and debunking common myths.
- Conducting environmental analysis: Porter's 5 Forces and SWOT.
- Understanding the purpose of strategic planning and value creation.

Day 2: Vision, Mission Statements, and Values

- Crafting impactful Vision and Mission Statements.
- Strategic plan and objectives: Aligning vision and mission.
- Embracing and communicating organizational values.
- The role of values in professional strategic planning.

Day 3: Assessing Strategic Choices

- Understanding competitive strategy and its goals.
- Porter's Generic Competitive Strategies.
- Value Chain Analysis and innovation in industry.
- Developing sustainable competitive advantages.

Day 4: Strategic Objectives, KPIs, and Targets

- Ensuring strategic alignment across the organization.
- Using the Balanced Scorecard BSC and KPIs.
- Characteristics of effective KPIs.
- Setting SMART targets for strategic success.

Day 5: Developing Operating Plans

- Translating vision into action plans.
- Developing departmental and strategic initiatives.
- Managing strategic plan goals and objectives.
- Control processes and KPI dashboard reporting.

Day 6: Implementing Strategic Initiatives

- Understanding and defining strategic initiatives.
- Aligning initiatives with organizational strategy.
- Change management in strategy execution.
- Risk management and resource allocation.

Day 7: Executing the Strategic Plan

- Building an execution roadmap for strategy.
- Leadership's role in successful execution.
- Communication strategies for engaging stakeholders.
- Monitoring progress and making adjustments.

Day 8: Performance Management and Evaluation

- The Performance Management Cycle.
- Utilizing KPIs to measure success.
- Establishing feedback loops and continuous improvement.
- Employee input in performance management.

Day 9: Strategic Review and Adaptation

- Conducting regular strategic reviews.
- Analyzing performance data and adapting strategies.
- Case studies of successful strategic planning adaptations.
- Engaging the entire organization in review processes.

Day 10: Capstone Project and Course Conclusion

- Participants present their strategic business plans.
- Peer feedback and constructive discussions.
- Integrating learning outcomes into real-world applications.
- Final Q&A and course evaluation.
- Preparing for strategic planning professional certification.

Why Attend This Course: Wins & Losses!

- Mastery of the stages of the strategic planning process.
- Skills to create and implement effective strategic business plans.
- Understanding the importance of strategic planning in achieving long-term goals.
- Preparation to become a certified strategic planning professional.
- Practical experience with tools and techniques to ensure sustainable organizational growth.

Conclusion

This strategic planning course emphasizes the importance of strategic planning and its many benefits, preparing participants to become certified strategic planning professionals. By understanding the stages of the strategic planning process, learners will be equipped to create effective, actionable plans tailored to their organizations' needs. Whether you're involved in nonprofit strategic planning or corporate strategy, this course will empower you to lead your organization towards sustainable success and growth.

Join us to discover how to create a strategic plan that drives your organization forward!