Strategic Planning and Executive Briefing Excellence

28 December 2026 – 8 January 2027
Madrid (Spain)



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Introduction

In today's competitive and fast-paced world, organizations require a solid strategic planning and executive briefing excellence framework to achieve long-term success. This integrated program empowers professionals across various sectors—such as oil and gas, banking, telecommunications, human resources, and project management—with the skills to craft and implement strategic plans while delivering concise and persuasive briefings.

The course is designed for executive leaders, team managers, and early-career professionals looking to enhance their strategic planning and executive briefing excellence capabilities. It combines strategic thinking with advanced communication tools, ensuring participants can confidently analyze environments, articulate goals, and communicate complex messages effectively.

The program also addresses the challenges of presenting strategies to technical and executive audiences, making it an essential learning experience for professionals seeking to strengthen their leadership and communication abilities in any industry.

Course Objectives

By the end of the Strategic Planning and Executive Briefing Excellence program, participants will be able to:

- Apply strategic thinking to analyze internal and external environments.
- Formulate, execute, and evaluate comprehensive strategic plans.
- Craft compelling vision, mission, and value statements aligned with strategy.
- Deliver concise and persuasive briefings tailored to diverse audiences.
- Use visual and digital tools to enhance briefing clarity and engagement.
- Communicate effectively under pressure and influence decision-making.
- Translate strategic plans into actionable operating plans.
- Engage stakeholders and adapt messages to different audience profiles.
- Monitor execution through performance indicators and dashboards.
- Use data-driven insights to inform strategies and briefings.
- Apply storytelling techniques to engage and persuade audiences.
- Develop confidence in high-pressure briefings and crisis communication.



Course Outlines

Day 1: Strategic Thinking & Briefing Foundations

- Elements and benefits of strategic planning.
- Purpose and types of organizational briefings.
- Differences between strategic and operational thinking.
- Analyzing audience needs and communication goals.

Day 2: Vision, Mission & Structuring Briefings

- Crafting vision, mission, and values aligned with strategy.
- Structuring briefings using the Pyramid Principle.
- Standard briefing templates and messaging hierarchy.

Day 3: Environment Analysis & Message Development

- SWOT, Porter's 5 Forces, and environmental scanning.
- Focusing on briefing core messages and eliminating noise.
- Adapting tone and structure to audience profiles.

Day 4: Strategy Formulation & Visual Tools

- Developing competitive strategies and value propositions.
- Balanced Scorecard and strategic objectives.
- Creating visuals, infographics, and interactive presentations.

Day 5: Operating Plans & Delivery Techniques

- Translating strategic plans into actionable operating plans.
- Verbal and non-verbal delivery techniques.
- Managing presentation anxiety and boosting confidence.

Day 6: Strategic Execution & Stakeholder Engagement

- Leadership and communication in strategy execution.
- Engaging diverse stakeholder groups.
- Customizing briefings for technical and executive audiences.

Day 7: Performance Management & Crisis Communication

- Setting KPIs, SMART targets, and monitoring execution.
- Structuring urgent briefings and high-stakes updates.
- Crisis messaging frameworks and maintaining credibility.



Day 8: Data-Driven Strategy & Briefings

- Data-informed strategy review and dashboard reporting.
- Effective data presentation in briefings.
- Avoiding bias and cognitive overload in reporting.

Day 9: Storytelling & Strategic Adaptation

- Using storytelling to support strategy and engage audiences.
- Case studies of strategic success and transformation.
- Organizational learning and strategy pivoting.

Day 10: Capstone Project & Certification Readiness

- Participants present integrated strategic briefing projects.
- Peer evaluation and feedback.
- Closing question and answer session.

Why Attend this Course: Wins & Losses!

- Acquire comprehensive strategic planning and executive briefing excellence skills.
- Develop the ability to create data-driven strategic plans and communicate them effectively.
- Gain practical experience through case studies and real-world exercises.
- Master visual and digital tools to enhance briefing impact.
- Build confidence in high-pressure situations and crisis scenarios.
- Strengthen leadership capabilities for guiding organizational change.
- Network with peers from various industries and share best practices.
- Obtain a professional certificate to boost your career and credibility.

Conclusion

This Strategic Planning and Executive Briefing Excellence course equips participants with the tools and confidence to craft effective strategies and deliver them with clarity and impact. With its focus on strategic thinking, data-informed decision-making, and practical communication techniques, the course meets the diverse needs of professionals in today's complex organizational landscape.

By applying the insights and methods gained from this program, participants can strengthen their leadership roles and contribute meaningfully to their organization's long-term success.

