BLACKBIRD FOR TRAINING

Strategic Thinking and Business Planning

22 – 26 February 2027
Geneva (Switzerland)



Strategic Thinking and Business Planning

Ref: 3255134_188584 **Date:** 22 – 26 February 2027 **Location:** Geneva (Switzerland) **Fees:** 5200 GBP

Introduction

Strategic thinking and business planning are essential foundations for organizations aiming to achieve long-term success in dynamic and competitive environments. They enable professionals to anticipate the future, define long-term goals, and translate them into actionable business plans. By mastering these skills, individuals can see the bigger picture, understand the connection between internal and external factors, and design decisions that enhance organizational performance.
This course provides participants with advanced concepts, tools, and practices to analyze current realities, forecast future trends, and develop integrated strategies that support innovation and sustainability.

Course Objectives

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

- Understand the fundamentals of strategic thinking and business planning.
- Analyze internal and external environments using modern tools.
- Formulate a clear vision, mission, and values to guide organizational direction.
- Define long-term goals and link them to operational plans.
- Apply performance measurement tools to monitor strategy execution.
- Develop integrated business plans that balance growth and sustainability.
- Address risks and challenges with innovative approaches.

Course Outlines

Day 1: Introduction to Strategic Thinking

- Defining strategic thinking.
- Differences between operational and strategic thinking.
- Core elements of effective strategic thinking.
- The role of vision in long-term planning.
- Key traits of strategic leaders.
- Practical exercise: assessing current organizational thinking.



Day 2: Analyzing Internal and External Environments

- Tools for environmental analysis SWOT, PESTEL models.
- Identifying internal strengths and weaknesses.
- Assessing external opportunities and threats.
- The role of data in supporting strategic decision-making.
- Case study: applying environmental analysis tools.
- Workshop: conducting a real-world analysis.

Day 3: Strategy Formulation

- Developing vision and mission statements.
- Defining organizational values that support culture.
- Setting long-term strategic goals.
- Designing strategic initiatives.
- Linking strategic goals with operational planning.
- Practical exercise: building an initial strategy draft.

Day 4: Business Planning and Execution

- Translating strategies into executable business plans.
- Setting and monitoring key performance indicators KPIs.
- Managing resources to support strategic objectives.
- Addressing challenges during implementation.
- Tools for monitoring and controlling execution.
- Workshop: designing a comprehensive business plan.

Day 5: Evaluation and Continuous Improvement

- Methods for evaluating strategy execution.
- Measuring outcomes against objectives.
- Adapting to change and maintaining flexibility.
- Developing alternative strategies when needed.
- Embedding continuous learning and improvement.
- Final exercise: reviewing and enhancing a business plan.



Why Attend This Course? Wins & Losses!

- Gain a comprehensive understanding of strategic thinking and business planning.
- Learn how to analyze internal and external environments effectively.
- Build clear vision and mission statements that drive strategy.
- Develop long-term goals aligned with operational plans.
- Strengthen decision-making with data-driven insights.
- Master performance measurement tools to track results.
- Enhance adaptability in addressing risks and challenges.
- Improve organizational competitiveness and sustainability.

Conclusion

Strategic thinking and business planning form the backbone of successful organizations. They are not just planning tools but comprehensive approaches that empower professionals to anticipate the future, design impactful decisions, and secure sustainable growth. Through this course, participants will combine analytical tools with forward-looking vision to create realistic and actionable strategies.

Investing in these skills is a long-term step toward stronger decision-making, improved adaptability, and achieving organizational goals with clarity, efficiency, and sustainability.

