Strategic Planning for Small and Medium Enterprises (SMEs)

28 December 2026 – 1 January 2027
Malaga (Spain)



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Introduction

In an increasingly complex and competitive global economy, strategic planning is no longer a luxury—it's a necessity, particularly for small and medium-sized enterprises SMEs. Understanding the purpose of strategic planning and how to align it with organizational goals is crucial for sustainable growth and resilience.

This course is designed for executives, team leaders, and functional specialists across sectors in the Middle East and North Africa MENA region, whether they're early in their careers or in mid-to-senior leadership roles. Participants will gain practical tools and proven frameworks to develop strategic planning and management capabilities, set clear objectives, and execute effective strategies tailored to the unique challenges faced by SMEs small and medium-sized enterprises.

Whether you work in oil and gas, banking, telecommunications, HR, project management, marketing, or other fields, this course equips you to think strategically and lead your teams to success.

Course Objectives

By the end of this strategic planning training, participants will be able to:

- Understand the definition of strategic planning and its importance for SMEs.
- Analyze internal and external environments using frameworks like SWOT analysis and strategic planning.
- Develop clear vision, mission, and core values aligned with organizational strategic planning.
- Set strategic planning goals and define key performance indicators KPIs to measure progress.
- Create actionable plans that align with available resources and organizational priorities.
- Apply tools and models such as PESTEL, Balanced Scorecard, and SMART goals.
- Monitor and adapt strategic plans in response to market shifts and real-time performance.
- Bridge the gap between strategic planning and development for effective execution.



Course Outlines

Day One: Introduction to Strategic Planning

- Understanding strategic planning definition and its significance for SMEs.
- Differences between business strategic planning and operational planning.
- Overview of globally recognized strategic planning strategies.
- Key elements of strategic planning and lifecycle stages.
- Exploring strategic planning best practices and common barriers.
- Addressing regional challenges in the MENA business environment.

Day Two: Environmental Analysis

- Conducting SWOT analysis and strategic planning exercises.
- Applying PESTEL for macro-environmental scanning.
- Assessing internal capabilities and identifying organizational gaps.
- Mapping stakeholders and analyzing their influence.
- Collecting data and generating strategic insights.
- Group exercise: analyzing a real-world organization's environment.

Day Three: Crafting Vision, Mission, and Core Values

- Key elements of strategic planning: crafting vision and mission statements.
- Common pitfalls and how to avoid them.
- Practical workshop: drafting vision and mission statements for a business unit.
- Defining core values and integrating them into corporate culture.
- Linking values to behaviors and organizational success.
- Case study: successful strategic planning for business growth.

Day Four: Goal Setting and Strategy Formulation

- Distinguishing between strategic planning goals and tactical objectives.
- Designing KPIs and OKRs that align with organizational vision.
- Using the Balanced Scorecard for mapping strategy and action.
- Aligning resources and budgets with strategic priorities.
- Action planning and clear delegation for team success.
- Applying the SMART goals framework for effective strategy execution.



Day Five: Implementation and Performance Evaluation

- Phases of strategic planning process steps for successful implementation.
- Tools for monitoring progress and performance evaluation.
- Adapting strategies in dynamic and evolving environments.
- Overcoming common implementation challenges.
- Final project presentations with peer feedback and practical insights.
- Knowledge assessment and closing wrap-up activities.

Why Attend This Course? Wins & Losses!

- Master the objectives of strategic planning and how to apply them to your organization.
- Gain hands-on experience in using globally recognized tools and frameworks.
- Improve decision-making and leadership skills for organizational strategic planning.
- Learn how to bridge the gap between planning and execution for greater impact.
- Understand the benefits of strategic planning for resilience and competitiveness.
- Connect with industry peers and expand your professional network.
- Obtain a recognized certification to strengthen your career prospects.
- Learn from best practices that are adapted to local and regional realities.

Conclusion

Strategic planning is a fundamental pillar for any organization seeking long-term success and growth—especially in today's volatile and complex markets. For SMEs, it provides a framework to align vision, resources, and execution for measurable results.

This strategic planning course balances theory and practice, guiding participants through every stage of the strategic planning process steps—from foundational concepts to real-world application. By the end of this program, you'll be ready not only to formulate strategic plans, but to lead their implementation and measure their success in dynamic environments.

Whether you're an aspiring leader or an experienced executive, this training will help you define strategic planning within your organization, act decisively, and lead your team to future-ready growth.

