

# Advanced Course in Strategic Planning and Executive Briefing Excellence

21 – 25 June 2027  
Lyon (France)

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## Advanced Course in Strategic Planning and Executive Briefing Excellence

**Ref:** 3255494\_343506 **Date:** 21 – 25 June 2027 **Location:** Lyon (France) **Fees:** 5900 GBP

### Introduction

In today's fast-moving and increasingly complex business environment, organizations can no longer rely on intuition alone. Clear strategic direction, combined with the ability to communicate that direction effectively, is now a critical leadership requirement. Even the most well-designed strategies lose their impact if they are not presented clearly, convincingly, and in a way that resonates with decision-makers.

The Strategic Planning & Executive Presentation Excellence Program is a highly focused five-day intensive designed to deliver the full depth, tools, and practical application of a traditional ten-day program—without compromising quality or learning outcomes. It is tailored for professionals across various sectors, including oil and gas, banking and financial services, telecommunications, human resources, and project management.

This program bridges strategic thinking with executive-level communication. Participants learn how to analyze complex environments, design robust strategies, translate them into actionable plans, and present them confidently to executive, technical, and cross-functional audiences. Special emphasis is placed on handling high-stakes presentations, data-driven decision support, and stakeholder engagement.

### Course Objectives

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

- Apply strategic thinking to analyze internal and external business environments
- Design, implement, and evaluate comprehensive strategic plans
- Develop clear visions, messages, and values aligned with organizational strategy
- Deliver concise, persuasive executive presentations tailored to diverse audiences
- Use data, dashboards, and visual tools to enhance clarity and credibility
- Translate strategy into actionable operational plans
- Communicate effectively under pressure and in critical decision-making settings
- Engage stakeholders and adapt messages to their expectations and priorities
- Monitor execution using KPIs, scorecards, and performance dashboards
- Leverage data to strengthen strategic arguments and presentations
- Apply storytelling techniques to increase engagement and influence
- Build confidence and executive presence in high-impact presentation scenarios

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

## Course Outlines

### Day 1: Strategic Thinking & Executive Presentation Foundations

- The role and value of strategic planning in modern organizations
- Strategic vs. operational thinking: differences and alignment
- Types and purposes of executive presentations
- Understanding audience needs and communication objectives
- Aligning strategy with clear, focused messaging

### Day 2: Vision, Mission & Environmental Analysis

- Crafting vision, mission, and values aligned with strategy
- Internal and external analysis tools SWOT, Porter's Five Forces
- Identifying strategic issues, risks, and opportunities
- Developing clear strategic messages and eliminating noise
- Adapting communication styles for executive and technical audiences

### Day 3: Strategy Formulation & Professional Presentation Design

- Developing competitive strategies and value propositions
- Balanced Scorecard and strategic objectives
- Structuring executive presentations using the Pyramid Principle
- Designing high-impact visuals, charts, and dashboards
- Presenting data clearly while avoiding cognitive overload and bias

### Day 4: From Strategy to Execution & Stakeholder Influence

- Translating strategy into actionable operational plans
- Leadership communication during strategy execution
- Stakeholder mapping, engagement, and alignment
- KPIs, SMART objectives, and performance monitoring
- Crisis communication and executive reporting in sensitive situations

### Day 5: Strategic Storytelling, Advanced Delivery & Capstone Project

- Using storytelling to support strategy and drive engagement
- Verbal and non-verbal executive presentation techniques
- Managing anxiety and building confidence in high-pressure settings
- Final capstone: delivering a complete strategic executive presentation
- Peer feedback, evaluation, and closing Q&A session

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered and has a subtle grid pattern. The text 'UK Training PARTNER' is overlaid on the right side of the board.

## Why Attend This Course: Wins & Losses!

- Develop strong strategic planning and executive communication capabilities
- Gain the full value of a ten-day program delivered in an intensive five-day format
- Learn through real-world case studies and practical exercises
- Master modern visual and data-driven presentation tools
- Build confidence and executive presence across all audience levels
- Expand your professional network with cross-sector participants
- Earn a professional certificate that strengthens your career credibility

## Conclusion

The Strategic Planning & Executive Presentation Excellence Program offers a practical, results-oriented framework for building effective strategies—and communicating them with clarity, confidence, and impact. By integrating strategic analysis, data-driven decision-making, and advanced presentation techniques, the program equips participants with the skills required to influence outcomes at the highest organizational levels.

**Participants leave the program not only with stronger strategic insight, but with the confidence, structure, and executive presence needed to turn ideas into decisions and strategies into measurable results—both at the individual and organizational level.**

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.