BLACKBIRD FOR TRAINING

Strategic Decision Making

16 – 20 November 2026
Casablanca (Morocco)



Strategic Decision Making

Ref: 3254257_162752 **Date:** 16 – 20 November 2026 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

The Advanced Strategic Decision-Making Course is designed to equip participants with a comprehensive understanding of the strategic decision-making process in today's complex business landscape. This program delves into advanced concepts and strategic decision-making techniques that enhance participants' abilities to make informed and effective strategic decisions aligned with organizational goals.

By combining theoretical knowledge with practical applications, this strategic decision-making course provides insights into various models of strategic decision making, risk management, and analytical tools. Participants will explore what is strategic decision making and how it contributes to sustainable organizational success.

Course Objectives

This strategic decision-making training aims to:

- Provide a strong foundation in the strategic decision-making process and highlight why strategic decision making is important in modern business.
- Develop strategic decision-making skills such as analytical thinking and problem-solving essential for making sound decisions.
- Introduce and apply models of strategic decision making to evaluate and compare strategic alternatives.
- Enhance understanding of risk management and navigate uncertainty in the strategic decision-making process steps.
- Explore methods for aligning decisions with organizational goals and ensuring strategic planning and decision making coherence.
- Build skills to effectively communicate and present strategic decisions to stakeholders.



Course Outlines

Day 1: Foundations of Strategic Decision Making

- Introduction to what is strategic decision making and its role in modern business success.
- Understanding the strategic decision-making definition and key concepts.
- Analyzing the external environment using PESTEL and industry analysis.
- Conducting internal environment assessments with SWOT analysis and resource analysis.

Day 2: Decision-Making Process and Models

- Detailed exploration of strategic decision-making process steps.
- Understanding rational and behavioral models of strategic decision making.
- Techniques for group decision making to enhance effective strategic decision making.
- Addressing ethical considerations in strategic planning and decision making.

Day 3: Advanced Decision-Making Techniques

- Applying game theory in strategic decision making.
- Using decision trees and scenario analysis to evaluate types of strategic decision making.
- Real options analysis for flexibility in strategic decision-making steps.
- Leveraging simulation, modeling, and quantitative strategic decision-making techniques.

Day 4: Risk Management and Uncertainty

- Addressing risk and uncertainty in strategic decision making.
- Performing risk assessment and analysis to support decision making.
- Applying Monte Carlo simulation and sensitivity analysis for robust strategic analysis and decision making.

Day 5: Implementing and Communicating Strategic Decisions

- Ensuring strategic alignment and effective implementation.
- Change management techniques to overcome resistance.
- Communicating strategic decisions clearly to stakeholders.
- Crafting persuasive presentations and monitoring the impact of strategic decisions.



Why Attend this Course: Wins & Losses!

- Gain a solid understanding of what is strategic decision making and its critical role in business success.
- Master various models of strategic decision making to enhance decision-making efficiency.
- Learn practical strategic decision-making techniques to tackle real-world challenges.
- Understand the benefits of strategic decision making and how to align them with organizational goals.
- Develop communication strategies for presenting strategic decisions effectively to stakeholders.
- Equip yourself with strategic decision-making skills necessary for leadership roles.

Conclusion

Upon completing this course, participants will thoroughly understand the strategic decision-making process and be able to apply various strategic decision-making techniques to real-world business challenges. This program equips participants with critical strategic decision-making skills needed to make impactful and informed decisions that drive sustainable organizational success.

Whether you're aiming to improve your strategic analysis and decision making abilities or seeking to understand why strategic decision making is important, this course provides the tools and knowledge to excel in any business environment.

