

The Process of Professional Strategic Planning Comprehensive Course

Barcelona (Spain)

17 - 21 November 2025

UK Traininig

PARTNER



The Process of Professional Strategic Planning Comprehensive Course

Code: PS28 From: 17 - 21 November 2025 City: Barcelona (Spain) Fees: 7400 Pound

Introduction

An organization without a strategy is like a ship without a rudder. Why is strategic planning important? Without a clear roadmap, organizations cannot provide exceptional value to stakeholders or achieve sustainable growth. This is where the role of strategic planning becomes essential. Strategic planning is about setting ambitious goals, understanding both current and future environments, and providing a clear direction for the organization.

In this comprehensive strategic planning course, we will guide participants through the stages of the strategic planning process. From the initial 'thinking' phases to 'planning' and 'execution,' participants will learn how to create a strategic plan tailored to their organization's unique needs. By the end of the course, attendees will be equipped to implement or improve strategic processes, ensuring sustainable success and growth.

Course Objectives

- Apply strategic thinking to analyze their current environment and define organizational ambition.
- Employ the strategic planning steps to achieve desired goals.
- Assess and choose strategies that create sustainable competitive advantages.
- Determine strategic plan goals and objectives, Key Performance Indicators KPIs, and SMART targets.
- Convert strategic business plans into actionable operating plans.
- Participate in the performance management cycle to ensure successful execution of chosen strategies.

Course Outlines

Day 1: Strategic Thinking and Planning

- Introduction to the elements of strategic planning.
- Strategy Safari and the Strategic Management Processes.
- Differentiating strategic thinking from strategic planning.
- The benefits of strategic planning and debunking common myths.
- Conducting environmental analysis: Porter's 5 Forces and SWOT.
- Understanding the purpose of strategic planning and value creation.

Day 2: Vision, Mission Statements, and Values

- Crafting impactful Vision and Mission Statements.
- Strategic plan and objectives: Aligning vision and mission.
- Embracing and communicating organizational values.
- The role of values in professional strategic planning.

Day 3: Assessing Strategic Choices

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

UK Training
PARTNER

- Understanding competitive strategy and its goals.
- Porter's Generic Competitive Strategies.
- Value Chain Analysis and innovation in industry.
- Developing sustainable competitive advantages.

Day 4: Strategic Objectives, KPIs, and Targets

- Ensuring strategic alignment across the organization.
- Using the Balanced Scorecard BSC and KPIs.
- Characteristics of effective KPIs.
- Setting SMART targets for strategic success.

Day 5: Developing Operating Plans

- Translating vision into action plans.
- Developing departmental and strategic initiatives.
- Managing strategic plan goals and objectives.
- Control processes and KPI dashboard reporting.

Day 6: Implementing Strategic Initiatives

- Understanding and defining strategic initiatives.
- Aligning initiatives with organizational strategy.
- Change management in strategy execution.
- Risk management and resource allocation.

Day 7: Executing the Strategic Plan

- Building an execution roadmap for strategy.
- Leadership's role in successful execution.
- Communication strategies for engaging stakeholders.
- Monitoring progress and making adjustments.

Day 8: Performance Management and Evaluation

- The Performance Management Cycle.
- Utilizing KPIs to measure success.
- Establishing feedback loops and continuous improvement.
- Employee input in performance management.

Day 9: Strategic Review and Adaptation

- Conducting regular strategic reviews.
- Analyzing performance data and adapting strategies.
- Case studies of successful strategic planning adaptations.
- Engaging the entire organization in review processes.

Day 10: Capstone Project and Course Conclusion

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The board has a checkered pattern. In the background, there are concentric circles.

UK Training
PARTNER

- Participants present their strategic business plans.
- Peer feedback and constructive discussions.
- Integrating learning outcomes into real-world applications.
- Final Q&A and course evaluation.
- Preparing for strategic planning professional certification.

Why Attend This Course: Wins & Losses!

- Mastery of the stages of the strategic planning process.
- Skills to create and implement effective strategic business plans.
- Understanding the importance of strategic planning in achieving long-term goals.
- Preparation to become a certified strategic planning professional.
- Practical experience with tools and techniques to ensure sustainable organizational growth.

Conclusion

This strategic planning course emphasizes the importance of strategic planning and its many benefits, preparing participants to become certified strategic planning professionals. By understanding the stages of the strategic planning process, learners will be equipped to create effective, actionable plans tailored to their organizations' needs. Whether you're involved in nonprofit strategic planning or corporate strategy, this course will empower you to lead your organization towards sustainable success and growth.

Join us to discover how to create a strategic plan that drives your organization forward!

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

