

# The Process of Professional Strategic Planning Comprehensive Course

*Geneva (Switzerland)*

*9 - 13 March 2026*

UK Traininig

# PARTNER



# The Process of Professional Strategic Planning Comprehensive Course

Code: PS28 From: 9 - 13 March 2026 City: Geneva (Switzerland) Fees: 7900 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 image.

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 king, a queen, a rook, and a knight) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)  
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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

 <b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar	 <b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea	 <b>Booking.com</b> Booking.com Netherlands	 <b>OXFAM</b> Oxfam GB International Organization, Yemen	 <b>Capital Markets Authority</b> Kuwait
 <b>Waltersmith</b> Waltersmith Petroman Oil Limited Nigeria	 <b>QNB</b> Qatar National Bank (QNB), Qatar	 <b>Qatar Foundation</b> Qatar	 <b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania	 <b>KFAS</b> KFS Kuwait
 <b>Reserve Bank of Malawi</b> Malawi	 <b>Central Bank of Nigeria</b> Nigeria	 <b>Ministry of Interior Kingdom of Saudi Arabia</b> KSA	 <b>Mabruk Oil Company</b> Libya	 <b>Saudi Electricity Company</b> KSA
 <b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 <b>NATO Italy</b>	 <b>ENI</b> ENI CORPORATE UNIVERSITY, Italy	 <b>GULF BANK</b> Gulf Bank Kuwait	 <b>General Organization for Social Insurance</b> KSA
 <b>Defence Space Administration</b> Nigeria	 <b>National Industries Group (Holding)</b> Kuwait	 <b>Hamad Medical Corporation</b> Qatar	 <b>USAID</b> Pakistan	 <b>STC</b> STC Solutions, KSA
 <b>North Oil Company</b> North Oil company,	 <b>EKO Electricity</b> EKO Electricity	 <b>OMAN BROADBAND</b> Oman Broadband	 <b>UNITED NATIONS</b> UN.	 <b>Authority for Electricity Regulation, Oman</b> 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**

