

The Process of Professional Strategic Planning Comprehensive Course

Kuala Lumpur (Malaysia)

23 - 27 February 2026

UK Training

PARTNER



The Process of Professional Strategic Planning Comprehensive Course

Code: PS28 From: 23 - 27 February 2026 City: Kuala Lumpur (Malaysia) Fees: 7100 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 board is white and black squares. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, black, sans-serif font.

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 pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on 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)



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

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

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

