

The Process of Professional Strategic Planning  
Comprehensive Course

*Baku (Azerbaijan)*

*24 - 28 February 2025*

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# The Process of Professional Strategic Planning Comprehensive Course

Code: PS28 From: 24 - 28 February 2025 City: Baku (Azerbaijan) Fees: 4400 Pound

## Introduction

An organization without a strategy is like a ship without a rudder. How can organizations continue to provide exceptional value to stakeholders and customers if they are not clear on where they are heading and how they will get there? The answer is they can't. This is where the role of strategy becomes essential. A strategy is about setting ambitious goals, understanding the surrounding current and future environment, and providing a sense of direction for the organization.

In this strategic planning course, we will cover the seven steps of the strategic planning process, starting with the 'thinking' components of strategy, moving into the 'planning' components, and ending with 'execution.' By the end of the course, participants will be able to implement or improve the strategic process at their organizations to reach their vision and achieve their mission.

## Course Objectives

- Apply strategic thinking to analyze their current environment and determine their organizational ambition.
- Employ the strategic planning training process to best achieve the desired ambition.
- Assess and choose strategies that create a sustainable competitive advantage for the organization.
- Determine strategic objectives, Key Performance Indicators KPIs, and 'SMART' targets for the organization.
- Convert strategic plans into operating plans through creating strategic initiatives and sequencing activities.
- Participate in the performance management cycle to ensure proper execution of chosen strategies.

## Course Outlines

### Day 1: Strategic Thinking and Planning

- Strategy Safari.
- The Strategic Management Processes.
- Strategic Thinking versus Strategic Planning.
- Benefits of Strategic Management.
- Myths about Strategy.
- Environmental Analysis.
- Porter's 5 Forces.
- Creating and Capturing Value.
- Conducting a SWOT Analysis.
- Internal Strengths and Weaknesses of an Organization.
- External Opportunities and Threats.
- Fundamentals of the PEDESTL Framework.
- Succeeding in Strategic Analysis.

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## Day 2: Vision, Mission Statements, and Values

- Using Vision and Mission Statements.
- Definition and formulation of Vision Statements.
- Definition and formulation of Mission Statements.
- Embracing Organizational Values.
- Communicating the Vision, Mission, and Values.

## Day 3: Assessing Strategic Choices

- The 3 Primary Goals of Competitive Strategy.
- Porter's Generic Competitive Strategies.
- Value Chain analysis.
- Innovating in the Industry Value Chain.
- Developing a Competitive Advantage.

## Day 4: Strategic Objectives, KPIs, and Targets

- Ensuring Strategic Alignment in the Organization.
- Developing Effective Strategic Objectives.
- Using the Balanced Scorecard BSC.
- Using Key Performance Indicators KPIs.
- Characteristics of the Right KPIs.
- Developing Different Types of KPIs.
- Setting SMART Targets.

## Day 5: Developing Operating Plans

- Cascading from Vision to Action Plans.
- Criteria for Effective Action Plans.
- Developing Strategic Initiatives.
- Developing Departmental Plans.
- Managing the Execution of Strategy.
- Control Process.
- KPI Dashboard Reporting.

## Day 6: Implementing Strategic Initiatives

- Understanding Strategic Initiatives.
- Definition and Importance of Strategic Initiatives.
- Aligning Initiatives with Organizational Strategy.
- Change Management in Strategy Execution.
- The Role of Change Management in Strategic Planning.
- Techniques for Effective Change Management.
- Resource Allocation for Initiatives.
- Assessing Resource Needs.
- Budgeting and Funding Initiatives.
- Risk Management: Identifying Risks in Strategic Initiatives and Mitigation Strategies.

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## Day 7: Executing the Strategic Plan

- Strategic Execution Framework.
- Understanding the Components of Execution.
- Creating an Execution Roadmap.
- Leadership in Execution.
- The Role of Leadership in Successful Execution.
- Building a Culture of Accountability and Ownership.
- Communication Strategies.
- Effective Communication of Strategy and Initiatives.
- Engaging Stakeholders in the Execution Process.
- Monitoring and Adjustment.
- Tools for Monitoring Progress and Making Adjustments Based on Feedback.

## Day 8: Performance Management and Evaluation

- Understanding Performance Management.
- The Performance Management Cycle.
- Importance of Regular Evaluations.
- Measuring Success and Defining Success Criteria.
- Utilizing KPIs for Performance Evaluation.
- Feedback Mechanisms and Establishing Feedback Loops.
- The Role of Employee Input in Performance Management.
- Creating a Culture of Continuous Improvement.

## Day 9: Strategic Review and Adaptation

- Conducting Strategic Reviews.
- Setting a Schedule for Regular Strategic Reviews.
- Analyzing Performance Data and Results.
- Adapting Strategies in a Changing Environment.
- Recognizing When to Pivot or Adjust Strategy.
- Case Studies of Successful Strategic Adaptations.
- Engaging the Organization in Review Processes.

## Day 10: Capstone Project and Course Conclusion

- Capstone Project Presentation: Participants Present Their Strategic Plans or Initiatives.
- Peer Feedback and Discussion.
- Integrating Learning Outcomes: Reflecting on Key Takeaways from the Course.
- Discussing How to Apply Learned Strategies in Real-World Settings.
- Final Q&A Session: Addressing Any Remaining Questions or Concerns.
- Course Evaluation and Feedback: Participants Evaluate the Course and Provide Suggestions for Future Improvements and Follow-up Resources.

## Conclusion

This course emphasizes the importance of strategic planning and its numerous benefits, preparing participants to become certified strategic planning professionals. By understanding the stages of the strategic planning process,

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it, set against a background of concentric circles.

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learners will be equipped to create effective strategic business plans tailored to their organizations' needs, ensuring sustainable success and growth

A graphic in the bottom right corner shows a portion of a chessboard with three pieces: a silver pawn, a silver knight, and a gold king. Behind the pieces are several concentric, semi-transparent circles that create a ripple effect.

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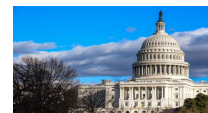
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