

Strategic Management and Corporate Planning Masterclass

Brussels (Belgium)

12 - 16 October 2026

UK Training

PARTNER



Strategic Management and Corporate Planning Masterclass

Code: LM32 From: 12 - 16 October 2026 City: Brussels (Belgium) Fees: 5200 Pound

Introduction

In today's high-stakes, fast-changing environment, mastering strategic management and corporate planning is no longer a luxury—it's a leadership necessity. The Strategic Management & Corporate Planning Masterclass is designed for executives, team leaders, and specialists across departments in both public and private sector organizations.

From government agencies and financial institutions to telecom, energy, marketing, and HR departments, this course addresses the needs of professionals seeking to build strategic acumen, gain accredited certifications, and apply leading-edge tools that improve institutional performance and long-term productivity.

Participants will leave with actionable frameworks, advanced planning techniques, and a clear methodology for turning strategy into measurable results.

Course Objectives

- Understand the core principles of strategic management and corporate planning.
- Apply environmental analysis tools like SWOT, PESTEL, and Porter's Five Forces.
- Develop mission-driven strategic plans aligned with organizational priorities.
- Translate vision into structured execution roadmaps and initiatives.
- Manage risk and uncertainty in the planning and execution cycle.
- Align teams and departments with corporate strategy.
- Track, measure, and adapt strategies using KPIs and dashboards.
- Analyze case studies from global and regional contexts.

Course Outlines

Day 1: Strategic Foundations and Context

- Overview of strategic management and corporate planning.
- Differentiating strategic, operational, and tactical levels.
- PESTEL and SWOT analysis for external and internal scanning.
- Vision and mission statement development.
- Planning frameworks Hoshin Kanri, OGSM, etc..
- Real-world public and private sector case review.

Day 2: Competitive Strategy and Formulation

- Porter's Five Forces and value chain analysis.
- Stakeholder mapping and influence prioritization.
- BCG and McKinsey matrix tools.
- Setting SMART goals and strategic KPIs.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Designing high-level strategic initiatives.
- Workshop: Formulating strategic pillars.

Day 3: Strategy Execution and Alignment

- From strategy to action: turning plans into reality.
- Execution, governance, and accountability structures.
- Budgeting and resource allocation are aligned to strategy.
- Managing execution risks and dependencies.
- Integrating strategy with performance management.
- Group activity: Strategy execution roadmap.

Day 4: Monitoring, Evaluation, and Agile Strategy

- Building and using a Balanced Scorecard.
- Establishing KPIs and leading/lagging indicators.
- Creating real-time dashboards for tracking performance.
- Adaptive planning and course correction methodologies.
- Using feedback loops to improve execution.
- Hands-on: KPI alignment with departmental strategy.

Day 5: Synthesis and Strategic Impact

- Group presentations of strategic projects.
- Peer review and feedback session.
- Instructor-led critique and recommendations.
- Assessment through case-based scenario analysis.
- Development of personal strategic action plans.
- Official certification and course closure.

Why Attend this Course: Wins & Losses!

- Learn advanced strategic planning methods grounded in real-world application.
- Understand how to lead through complexity and uncertainty.
- Receive a recognized certificate that enhances your professional profile.
- Build execution plans that can be applied in your current role.
- Engage in scenario-based exercises with peers from multiple industries.
- Improve your decision-making with better strategic frameworks.
- Gain access to templates, models, and post-course resources.
- Expand your regional leadership network.

Conclusion

The Strategic Management & Corporate Planning Masterclass is a practical, high-impact program tailored to equip leaders in the MENA region with the skills and tools they need to shape the future of their organizations. Through a mix of global best practices and contextual relevance, the course builds capabilities in strategic thinking, agile execution, and results-driven leadership.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, sans-serif font.

UK Training
PARTNER



Participants don't just learn theory—they walk away with applied strategies, execution frameworks, and the confidence to lead meaningful change within their institutions.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground on the right, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from the king piece.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Clients

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