BLACKBIRD FOR TRAINING

Strategic Management and Corporate Planning Masterclass

15 – 19 February 2027
Lisbon (Portugal)



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Ref: 3255081_186949 **Date:** 15 – 19 February 2027 **Location:** Lisbon (Portugal) **Fees:** 5200 GBP

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.
- 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.

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

