

The Process of Professional Strategic Planning

Istanbul (Turkey)

22 - 26 September 2025

UK Traininig

PARTNER



The Process of Professional Strategic Planning

Code: PS28 From: 22 - 26 September 2025 City: Istanbul (Turkey) Fees: 3900 Pound

Introduction

An organization without a strategy is like a ship without a rudder. It's essential for any organization to have a clear direction, set ambitious goals, and understand the current and future environment in order to provide exceptional value to its stakeholders and customers. This is where strategic planning becomes crucial. Without a well-structured plan, organizations cannot continue to thrive and achieve sustainable growth.

In this course, we will explore the step-by-step strategic planning process, starting with the foundational elements of strategic thinking, followed by the planning components, and concluding with the effective execution of the strategy. By the end of the course, participants will be equipped with the necessary skills to implement or refine the strategic management process within their organization, ensuring they achieve their vision and mission.

Course Objectives

- Apply Strategic Thinking: Learn how to assess your current environment and determine organizational ambition through effective strategic thinking.
- Leverage the Strategic Management Process: Understand how to employ the strategic management process to best achieve organizational goals.
- Choose Sustainable Strategies: Assess and choose strategies that create a sustainable competitive advantage for the organization.
- Set Clear Strategic Objectives and KPIs: Learn how to set SMART targets, define Key Performance Indicators KPIs, and align objectives with your overall strategy.
- Convert Plans into Action: Develop and implement strategic initiatives, transforming your strategic plans into detailed operational plans.
- Ensure Proper Execution: Participate in the performance management cycle to ensure effective execution of the chosen strategies.

Course Outlines

Day 1: Strategic Thinking and Planning

- Strategy Safari: A comprehensive introduction to professional strategic planning.
- The Strategic Management Process: Exploring the step-by-step strategic planning process.
- Strategic Thinking vs. Strategic Planning: Understanding the key differences and how to blend both in the planning phase.
- Benefits of Strategic Management: Learn how to benefit from adopting a well-defined strategic planning process.
- Myths About Strategy: Debunking common misconceptions surrounding strategic planning.
- Environmental Analysis: Using tools like Porter's 5 Forces, SWOT analysis, and PEDESTL frameworks to assess internal and external factors that impact strategy.

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on the board. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

Day 2: Vision, Mission Statements, and Values

- Using Vision and Mission Statements: The importance of vision and mission statements in guiding organizational strategy.
- Defining and Formulating Vision and Mission Statements: Learn the steps for crafting impactful vision and mission statements.
- Embracing Organizational Values: Understanding how organizational values influence strategy formulation.
- Effective Communication: How to communicate vision, mission, and values throughout the organization to ensure alignment.

Day 3: Assessing Strategic Choices

- Competitive Strategy Goals: The three primary goals of competitive strategy and how to formulate them.
- Porter's Generic Competitive Strategies: Learn the best approaches for developing a competitive advantage.
- Value Chain Analysis: How to assess and innovate within your industry's value chain to strengthen your strategic position.

Day 4: Strategic Objectives, KPIs, and Targets

- Strategic Alignment: Ensuring strategic alignment across the organization by setting clear objectives.
- Developing Effective Strategic Objectives: Using tools like the Balanced Scorecard BSC to set impactful goals.
- Understanding KPIs: Characteristics of effective KPIs and how to develop them for better performance measurement.
- SMART Targets: How to set SMART Specific, Measurable, Achievable, Relevant, Time-bound goals for the organization.

Day 5: Developing Operating Plans

- Cascading Vision to Action Plans: Turning your vision and strategy into actionable plans.
- Criteria for Effective Action Plans: Learn how to build action plans that align with your strategic objectives.
- Developing Strategic Initiatives: Implementing strategies through well-defined initiatives.
- Managing Strategy Execution: How to manage and control the execution of your strategy, using tools like KPI dashboards for continuous monitoring.

Why Attend this Course: Wins & Losses!

- Master Professional Strategic Planning: Gain a deep understanding of strategic planning and its importance for organizational success.
- Learn the First Step in the Planning Process: Understand what is the first step in the planning process and how to set the foundation for effective strategy formulation.
- Benefits of Strategic Planning: Discover how strategic planning can drive organizational success and lead to long-term sustainability.
- Develop Actionable Plans: Learn how to develop a strategic plan that can be executed effectively, ensuring your organization stays on course.
- Improve Organizational Competitiveness: Learn to choose strategies that create a sustainable competitive advantage, leading to increased market share and profitability.
- Earn Strategic Planning Certification: By the end of this course, you'll have the knowledge and practical

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 right side of the board.

UK Training
PARTNER

skills to create and manage strategic plans, positioning you as a key player in your organization's leadership.

Conclusion

This course provides participants with a structured approach to strategic planning and equips them with the tools to apply it effectively within their organizations. By understanding and applying the step-by-step strategic planning process, participants will be able to formulate clear strategies that align with their vision and mission, measure progress through KPIs, and ensure successful execution. Whether you're just starting to formulate a strategic plan or looking to refine an existing one, this course is an essential resource for any professional looking to master strategic planning and lead their organization towards success.

Sign up today to gain the knowledge and skills needed to drive your organization forward through effective strategic planning!

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)



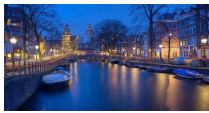
Salzburg (Austria)



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)



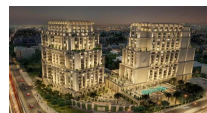
Pulau Ujong (Singapore)



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

 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 Ministry of Interior, 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)
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

