Fundamentals of Strategic Planning

Bangkok (Thailand)

5 - 9 July 2027

Fundamentals of Strategic Planning

Code: LM32 From: 5 - 9 July 2027 City: Bangkok (Thailand) Fees: 5400 Pound

Introduction

Strategic planning is a cornerstone of modern organizational management, serving as the critical link between long-term vision and day-to-day operations.

The Fundamentals of Strategic Planning program introduces the essential concepts, tools, and methodologies that help leaders and managers understand their organizational environment, analyze internal and external factors, and develop strategies that drive performance and growth.

This program enables participants to master the key steps of strategic planning from environmental analysis and goal setting to implementation and performance evaluation.

Through a structured and practical approach, the program equips participants with the ability to transform institutional visions into actionable plans that ensure long-term sustainability and measurable success.

Course Objectives

- Understand the core principles and concepts of strategic planning.
- Analyze internal and external environments to identify strengths, weaknesses, opportunities, and threats.
- Develop clear and actionable vision, mission, and values statements.
- Formulate strategic goals aligned with organizational priorities.
- Apply analytical tools to support data-driven decision-making.
- Design effective performance indicators to monitor strategic progress.
- Integrate risk management principles into the strategic planning process.
- Build the capability to design and implement comprehensive strategic plans.

Course Outlines

Day 1: Introduction to Strategic Planning

- Definition and importance of strategic planning in modern organizations.
- The role of planning in achieving long-term objectives.
- Differences between strategic and operational planning.
- Components and structure of a successful strategic plan.
- The life cycle of a strategic plan: from design to evaluation.
- Case studies of organizations that achieved success through effective planning.

Day 2: Environmental and Organizational Analysis

- Understanding the organizational environment and its impact on strategy.
- Assessing external factors that influence institutional performance.
- Identifying internal strengths and weaknesses.

- Applying analytical tools such as SWOT analysis.
- Collecting and interpreting strategic data for decision-making.
- Practical workshop: analyzing the current state of an organization.

Day 3: Vision, Mission, and Goal Development

- Principles of developing a strong organizational vision.
- Defining a mission that clearly expresses organizational purpose.
- Translating the vision and mission into strategic goals.
- Setting priorities and linking strategic goals with operational plans.
- Applying SMART criteria in goal formulation.
- Group exercise: creating a vision and strategic goals for a sample organization.

Day 4: Designing and Implementing the Strategic Plan

- Converting strategic objectives into actionable programs and initiatives.
- Allocating human and financial resources to achieve objectives.
- Establishing timelines and monitoring mechanisms.
- Managing teams and aligning their efforts with strategic goals.
- Applying change management principles in strategic implementation.
- Case study: effective implementation of a strategic plan.

Day 5: Monitoring, Evaluation, and Continuous Improvement

- The role of monitoring and evaluation in strategic management.
- Developing a performance measurement system with key indicators.
- Analyzing outcomes and addressing performance gaps.
- Managing risks during implementation.
- Reviewing and updating the strategic plan based on performance results.
- Final project presentations and practical reflections.

Why Attend this Course: Wins & Losses!

- Gain a comprehensive understanding of strategic planning foundations and methodologies.
- Develop analytical and strategic thinking skills for effective management.
- Learn to use modern tools and techniques for planning and evaluation.
- Enhance your ability to define and achieve measurable objectives.
- Strengthen leadership and decision-making skills in strategic contexts.
- Acquire hands-on experience through practical exercises and case studies.
- Build a holistic understanding of how to align vision, goals, and performance.
- Improve professional growth and readiness for senior leadership roles.

Conclusion

Understanding the Fundamentals of Strategic Planning is the first step toward building a resilient and forward-thinking organization capable of thriving in complex environments. This program provides participants with the frameworks and analytical tools necessary to create effective strategies that balance long-term vision with

operational realities.

Strategic planning is not merely a formal document it is a continuous process of analysis, learning, and adaptation that ensures alignment between vision and results. By mastering these fundamentals, participants can contribute to sustainable success, organizational excellence, and the achievement of measurable outcomes that reflect true strategic leadership.

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