BLACKBIRD FOR TRAINING

Certificate in Strategic Business Planning

16 – 20 November 2026
Casablanca (Morocco)



Certificate in Strategic Business Planning

Ref: 3255368_195060 **Date:** 16 – 20 November 2026 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

The Certificate in Strategic Business Planning is a specialized professional program designed to develop participants' strategic thinking, analytical, and planning capabilities.

It focuses on equipping professionals with practical methodologies and tools to design and execute effective strategies that align with organizational goals and ensure long-term success.

Through a combination of conceptual understanding and practical application, participants learn to translate corporate visions into actionable strategic plans supported by measurable outcomes.

This program is ideal for executives, department heads, and professionals who aspire to drive organizational performance through informed, evidence-based strategic decision-making.

Course Objectives

- Understand the core principles and foundations of strategic business planning.
- Analyze internal and external environments to identify opportunities and threats.
- Design integrated strategic plans based on data-driven insights.
- Develop and articulate organizational vision, mission, and core values.
- Formulate strategic goals and align them with operational objectives.
- Define performance indicators to measure and monitor success.
- Apply effective risk management methods within the strategic process.
- Enhance the ability to convert strategic concepts into measurable results.

Course Outlines

Day 1: Fundamentals of Strategic Business Planning

- Definition and importance of strategic business planning.
- Stages and structure of a strategic plan.
- Distinguishing between operational and strategic planning.
- Core components of a successful strategic plan.
- Common challenges in implementing strategic frameworks.
- Case discussions of successful corporate strategies.



Day 2: Environmental and Organizational Analysis

- Applying analytical tools to assess the internal and external context.
- Studying political, economic, social, and technological factors affecting strategy.
- Identifying strengths and weaknesses within the organization.
- Competitive analysis and sources of advantage.
- Gathering and interpreting strategic data effectively.
- Practical exercise: Environmental analysis of a sample organization.

Day 3: Strategy Formulation and Goal Setting

- Crafting the organization's vision, mission, and core values.
- Translating vision into measurable strategic objectives.
- Prioritizing strategic initiatives and defining focus areas.
- Developing implementation frameworks and action plans.
- Setting key performance indicators for each strategic goal.
- Group exercise: Developing a strategic plan for a hypothetical organization.

Day 4: Execution and Performance Monitoring

- Converting strategic plans into operational activities.
- Managing human and financial resources to achieve targets.
- Monitoring progress and evaluating implementation outcomes.
- Tools for performance assessment and continuous improvement.
- Addressing obstacles and aligning teams during execution.
- Case study: Effective execution of a strategic plan.

Day 5: Risk Management and Final Evaluation

- Understanding risk management within strategic planning.
- Identifying potential risks and developing mitigation measures.
- Scenario analysis and contingency planning.
- Reviewing and updating strategic plans based on performance results.
- Participant in project presentations and feedback sessions.
- Final evaluation and reflection on key learning outcomes.



Why Attend this Course: Wins & Losses!

- Gain a comprehensive understanding of strategic planning concepts and methods.
- Strengthen analytical and critical thinking for strategic decision-making.
- Learn the latest international approaches to business strategy development.
- Improve your ability to design and monitor performance indicators.
- Enhance communication and leadership skills for strategic alignment.
- Increase career advancement opportunities through advanced competencies.
- Integrate operational execution with long-term strategic direction.
- Participate in practical workshops and real-life case simulations.

Conclusion

The Certificate in Strategic Business Planning represents a vital step toward developing leaders capable of shaping the future of their organizations with confidence and foresight.It offers a balanced blend of theory and practice, guiding participants through every phase of the strategic process — from analysis and goal formulation to execution and performance evaluation.

By completing this program, professionals gain the knowledge and skills to craft resilient strategies that drive sustainable growth and organizational excellence.Ultimately, this certificate is an investment in developing a forward-thinking mindset and strategic leadership capability essential for success in today's dynamic business world.

