BLACKBIRD FOR TRAINING

Strategic Planning and Execution for Leaders

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Istanbul (Turkey)

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PARTNER



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Introduction

In today's fast-evolving business landscape, strategic planning and execution are no longer optional competencies—they are vital tools for organizational success and leadership effectiveness. This course is designed specifically for executives, team leaders, and professionals working across various departments within both public and private sector organizations.

Whether you are an emerging leader aiming to build your strategic capabilities or a seasoned manager seeking to sharpen executional focus, this program offers practical tools and real-world insights that empower you to drive meaningful organizational outcomes. The content caters to professionals across diverse industries such as oil and gas, telecommunications, finance, government, HR, marketing, project management, and more.

By equipping participants with structured frameworks and proven methodologies, this course enables leaders to develop, implement, and monitor strategic plans with confidence and clarity.

Course Objectives

- Understand the core concepts of strategic planning and execution.
- Apply analytical tools to assess internal and external business environments.
- Develop clear and actionable strategic plans aligned with organizational goals.
- Translate strategy into executable operational initiatives.
- Make data-informed decisions in complex environments.
- Lead and manage organizational change effectively.
- Measure progress using meaningful KPIs and performance dashboards.
- Analyze and learn from real-world business case studies.

Course Outlines

Day 1: Introduction to Strategic Thinking

- Define strategic planning and its role in organizational success.
- Distinguish between strategic, tactical, and operational planning.
- Explore the key components of a strategic plan.
- Conduct an external environmental analysis using the PESTEL model.
- Perform internal assessments using SWOT analysis.
- Review regional and global case studies of successful strategy formulation.



Day 2: Crafting Vision and Strategic Direction

- Develop mission, vision, and core values for long-term alignment.
- Identify and prioritize stakeholder needs and expectations.
- Utilize BCG and GE/McKinsey matrix tools for strategic analysis.
- Set SMART Specific, Measurable, Achievable, Relevant, Time-bound objectives.
- Select high-impact strategic initiatives.
- Participate in group exercises to formulate cohesive strategies.

Day 3: Executing Strategy Effectively

- Translate strategic goals into operational plans.
- Allocate resources and assign responsibilities.
- Structure teams and define roles aligned with strategy.
- Create timelines and roadmaps for execution.
- Manage organizational change and stakeholder resistance.
- Identify and overcome common execution pitfalls.

Day 4: Monitoring, Evaluation, and Performance Tools

- Implement Balanced Scorecard BSC frameworks.
- Design effective Key Performance Indicators KPIs.
- Use data and dashboards for strategic monitoring.
- Evaluate progress and identify gaps using gap analysis tools.
- Link individual performance with strategic goals.
- Analyze implementation success and failure cases.

Day 5: Final Presentations and Strategic Sustainability

- Conduct final workshop and recap of all key concepts.
- Deliver participant group presentations of their strategy projects.
- Undertake a practical assessment to evaluate understanding.
- Offer personalized feedback and development tips for each participant.
- Explore frameworks for sustaining strategy over the long term.
- Distribute accredited professional certificates and officially close the program.



Why Attend this Course: Wins & Losses!

- Gain hands-on skills in strategic analysis and execution
- Learn from global best practices adapted to MENA business environments
- Apply tools and techniques that can be directly implemented at work
- Improve your ability to make impactful strategic decisions
- Boost your career potential with a recognized certification
- Engage in peer-to-peer learning across sectors and industries
- Enhance organizational performance through better alignment
- Build resilience and agility in times of change

Conclusion

Strategic planning and execution are not abstract concepts—they are the backbone of effective leadership and sustainable organizational growth. This course equips MENA-region leaders with the insight, tools, and confidence to navigate complexity, drive innovation, and deliver measurable impact.

By bridging theory with practice, and frameworks with flexibility, participants will emerge better prepared to craft visionary strategies and execute them with discipline and adaptability. In a region marked by transformation and opportunity, these skills are not just beneficial—they are essential.

