BLACKBIRD FOR TRAINING

Executive Presentation Intensive for Strategic Plans

23 – 27 November 2026
Düsseldorf (Germany)

UK Traininig
PARTNER



www.blackbird-training.com

Executive Presentation Intensive for Strategic Plans

Ref: 3255494_343499 **Date:** 23 – 27 November 2026 **Location:** Düsseldorf (Germany) **Fees:** 5900 GBP

Advanced strategic planning and executive presentation is the combined discipline of setting an organisation's strategic direction and presenting that direction so that senior decision-makers can act on it. This one-week intensive course is for experienced leaders and senior managers, and its final deliverable is a strategic executive presentation, built from each delegate's own analysis and delivered for decision under realistic questioning.

Introduction

Three frameworks anchor the course. Porter's Five Forces is a model for assessing the competitive pressure within an industry. The Balanced Scorecard turns strategy into objectives and measures across financial, customer, internal process and learning perspectives. The Minto Pyramid Principle is a method for structuring a message so that the main recommendation comes first and supporting arguments follow. The level is advanced: delegates already plan and present. Teaching relies on role-play, with timed rehearsals, simulated executive questioning and peer feedback, drawing on examples from banking and telecommunications.

Course Objectives

- Distinguish strategic from operational thinking and justify which strategic issues a leadership presentation must raise
- Apply SWOT and Porter's Five Forces to an organisation's environment and interpret the findings as strategic priorities
- Compare cost leadership with differentiation and select the competitive position a plan's evidence supports
- Apply the Balanced Scorecard and SMART objectives to convert a strategy into measurable operational plans
- Apply the Minto Pyramid Principle to structure an executive presentation that leads with a single recommendation
- Select charts, dashboards and narratives that present strategic data without overload or bias



Target Audience

- Senior managers who own a business unit strategy, who must decide which strategic options to put before the executive team
- Heads of strategy, planning and performance functions, who must judge how much analysis an executive audience needs to reach a decision
- Directors leading cross-functional change, who must choose how to sequence stakeholder engagement before a strategy is approved
- Experienced technical and project leaders moving into executive roles, who must assess how to reframe technical evidence for decision-makers
- Senior advisers who brief boards and executive committees, who must determine what to report when execution falls short of targets

Course Outline

Day 1: Strategic Thinking and Executive Presentation Types

- Strategic vs Operational Thinking: Long-Horizon Choices Compared with Day-to-Day Optimisation
- Role of Strategic Planning: How a Plan Directs Resources and Leadership Attention
- Executive Presentation Types: Decision Briefs, Status Updates and Investment Proposals Compared
- Audience Analysis: Identifying What Each Executive Needs to Decide or Approve
- Strategy-to-Message Alignment: Reducing a Plan to One Governing Recommendation

Day 2: Direction Setting and Environmental Analysis

- Vision vs Mission vs Values: Distinct Purposes of Each Direction Statement
- SWOT Analysis: Mapping Internal Strengths and Weaknesses Against External Conditions
- Porter's Five Forces: Assessing Industry Rivalry, Buyer Power and Threat of Entry
- Strategic Issues and Message Discipline: Prioritising Risks and Opportunities, Removing Noise
- Executive vs Technical Audiences: Adapting Detail, Vocabulary and Evidence to Each Group

Day 3: Strategy Formulation and Presentation Structure

- Cost Leadership vs Differentiation: Choosing a Competitive Strategy and Value Proposition
- Balanced Scorecard: Translating Strategy into Objectives Across Four Perspectives
- Minto Pyramid Principle: Structuring a Presentation Answer First, Then Supporting Arguments
- Visual Design for Executives: Charts and Dashboards That Each Make One Point
- Data Presentation Pitfalls: Avoiding Cognitive Overload and Misleading Bias in Exhibits

Day 4: Execution, Stakeholders and Executive Reporting

- Strategic vs Operational Plans: Converting Objectives into Owners, Budgets and Milestones
- Leadership Communication During Execution: Sustaining Commitment as Plans Meet Reality
- Stakeholder Mapping: Power-Interest Grids for Engagement and Alignment Decisions
- KPIs and SMART Objectives: Monitoring Execution Through Scorecards and Performance Dashboards
- Crisis Communication and Sensitive Reporting: Briefing Executives When Results Fall Short



Day 5: Delivery Practice and the Strategic Executive Presentation

- Verbal vs Non-Verbal Delivery: Voice, Pace, Posture and Gesture Before Senior Audiences
- Strategic Storytelling: Applying Narrative Arcs to Scorecard Data and Stakeholder Concerns
- Composure Under Pressure: Managing Anxiety During Challenging Executive Questions and Interruptions
- Peer-Reviewed Rehearsal: Applying Pyramid Structure and Visual Rules to Draft Presentations
- Final Strategic Executive Presentation: Delivering the Plan, Scorecard and Recommendation for Decision

Skills You Will Gain

- Strategic Environment Analysis
- Competitive Positioning
- Balanced Scorecard Design
- Pyramid-Structured Storylines
- Executive Data Visualisation
- Stakeholder Mapping
- Executive Presence
- Crisis Briefing

Why Attend This Course

- From presenting analysis in the order it was done to opening with the recommendation the executive team must decide on
- From strategy documents that stay on the shelf to plans with owners, KPIs and scorecard objectives
- From dense slides of raw figures to charts and dashboards that each carry one strategic point
- From untested delivery to a strategic executive presentation rehearsed, peer-reviewed and delivered under realistic questioning

Conclusion

Strategy only changes an organisation when the people who approve it understand it quickly and trust the evidence behind it. The course clarifies three distinctions: strategic versus operational thinking, cost leadership versus differentiation, and analysis order versus answer-first presentation structure. It is the right choice for experienced leaders who already build plans and brief senior colleagues, and who want five concentrated days to sharpen both the strategy and the way it is put to decision-makers.

Course FAQs

What is advanced strategic planning and executive presentation?

It is the combined practice of analysing an organisation's environment, choosing a strategic position and translating it into measurable plans, then presenting that strategy to senior decision-makers in a structure, visual form and delivery style that leads to a decision.



What is the difference between strategic and operational plans in advanced strategic planning?

A strategic plan sets long-term direction, competitive position and priority objectives. An operational plan converts those objectives into owners, budgets, milestones and KPIs for the coming period, so that progress can be monitored and reported.

Which methods does the advanced strategic planning and executive presentation course follow?

Analysis uses SWOT and Porter's Five Forces, strategy is translated through the Balanced Scorecard and SMART objectives, and presentations are structured with the Minto Pyramid Principle so the recommendation comes first.

Is advanced strategic planning and executive presentation training right for a head of strategy?

Yes. A head of strategy already runs planning cycles, and the sessions on answer-first structure, executive data visualisation, stakeholder sequencing and briefing when results fall short address the step between finished analysis and an approved decision.

What do delegates produce in advanced strategic planning and executive presentation training?

Delegates produce and deliver a strategic executive presentation containing an environmental analysis, a chosen competitive position, scorecard objectives with KPIs and a single recommendation, refined through a peer-reviewed rehearsal before the final delivery.

