BLACKBIRD FOR TRAINING

Strategic Decision-Making for Management and Strategic Planning for Organizations

8 – 12 February 2027
Casablanca (Morocco)

UK Traininig
PARTNER



Strategic Decision-Making for Management and Strategic Planning for Organizations

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Introduction

Welcome to the course "Strategic Decision-Making & Strategic Planning for Organizational Excellence."

Strategic decision-making and strategic planning are fundamental drivers of long-term organizational success, competitiveness, and sustainability in today's complex and rapidly evolving business environment.

These disciplines integrate environmental analysis, strategic thinking, leadership judgment, and structured planning methodologies to enable organizations to make informed, high-impact decisions.

This comprehensive training program equips participants with practical knowledge and hands-on tools to analyze strategic challenges, design effective organizational strategies, and implement structured strategic plans aligned with corporate vision, mission, and long-term objectives.

By the end of the program, participants will be prepared to lead strategy development initiatives and strengthen organizational performance in dynamic markets.

Course Objectives

By the end of this program, participants will be able to:

- Understand the core principles of strategic decision-making and strategic planning.
- Analyze internal and external business environments to support strategic choices.
- Apply structured decision-making models in complex organizational situations.
- Develop and formulate organizational vision, mission, and strategic objectives.
- Design comprehensive strategic plans aligned with organizational priorities.
- Evaluate strategic alternatives using analytical and risk assessment tools.
- Translate strategy into actionable operational and performance plans.
- Strengthen leadership capabilities in driving strategic execution and managing change.



Course Outlines

Day 1: Foundations of Strategic Decision-Making and Strategic Planning

- Concepts and importance of strategic management.
- The relationship between decision-making and strategic planning.
- Strategic leadership and organizational direction.
- Levels of strategy: corporate, business, and functional.
- Organizational strategy lifecycle.
- Workshop: Assessing the organization's strategic position.

Day 2: Strategic Analysis and Environmental Scanning

- Internal analysis: resources, capabilities, and core competencies.
- External analysis: market forces and competitive landscape.
- Strategic analysis tools: SWOT, PESTEL, and Porter's Five Forces.
- Stakeholder analysis and value creation.
- Identifying strategic opportunities and threats.
- Practical exercise: Conducting a full strategic analysis.

Day 3: Strategic Decision-Making Models and Risk Evaluation

- Rational and intuitive decision-making models.
- Scenario planning and strategic forecasting.
- Risk analysis in strategic decisions.
- Decision trees and multi-criteria decision analysis.
- Managing uncertainty in strategic choices.
- Group exercise: Selecting optimal strategic alternatives.

Day 4: Strategic Planning Development and Implementation

- Formulating vision, mission, and strategic objectives.
- Strategy formulation frameworks.
- Translating strategy into initiatives and action plans.
- Performance management systems and KPIs.
- Strategic governance and accountability structures.
- Workshop: Building a complete organizational strategic plan.



Day 5: Strategy Execution, Monitoring, and Continuous Improvement

- Strategy implementation challenges and solutions.
- Change management in strategic transformation.
- Monitoring and measuring strategic performance.
- Strategic review and adaptation processes.
- Building a culture of strategic thinking.
- Final assessment and strategic action planning.

Why Attend This Course? Practical Wins

- Gain a comprehensive understanding of strategic decision-making and planning frameworks.
- Strengthen leadership and organizational strategic thinking capabilities.
- Improve the quality, structure, and effectiveness of strategic decisions.
- Learn practical methodologies for building and executing strategic plans.
- Enhance your ability to assess and manage risks in strategic initiatives.
- Improve organizational performance through stronger strategic alignment.
- Learn international best practices in strategy formulation and execution.
- Apply structured tools and models directly within your organization.

Conclusion

Strategic decision-making and strategic planning are critical capabilities that determine organizational resilience, competitive advantage, and long-term sustainability.

Organizations that master these disciplines can anticipate risks, adapt to change effectively, and capture emerging opportunities in dynamic markets.

This program delivers a balanced combination of strategic theory and practical application. From conducting environmental analysis and selecting strategic alternatives to building and executing comprehensive strategic plans, participants will acquire the expertise required to lead strategic transformation and drive sustainable organizational growth.

