BLACKBIRD FOR TRAINING

# Strategic Plan Development and Implementation Roadmap Course

21 – 25 June 2027
Amsterdam (Netherlands)



# Strategic Plan Development and Implementation Roadmap Course

**Ref:** 107_363872 **Date:** 21 – 25 June 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

## Introduction:

In this 1-week Strategic Plan Development and Implementation Roadmap Course you learn to build a strategic plan and convert it into a dated roadmap with owners, milestones and review points. You build and take back an implementation roadmap pack for your own unit: a plan on a page, a balanced scorecard, a milestone roadmap with RACI ownership and a review calendar. You need some experience of setting targets, running a team or contributing to plans; no prior strategy role is required. You practise through case study, working on real plans and performance data from several sectors and defending your choices.

## Course Objectives:

- Map your organisation's internal and external context with value chain analysis, SWOT and PESTEL to frame your strategic plan
- Draft mission and vision statements and SMART strategic goals with KPIs, baselines and targets for your own unit
- Build a strategy map and balanced scorecard that link your objectives, measures, targets and initiatives
- Score and prioritise strategic initiatives with a weighted matrix and align them with your structure, resources and budget
- Draft a milestone implementation roadmap for your plan with RACI ownership, dependencies, a change assessment and a communication cascade
- Run a strategy review on your scorecard data with RAG status, variance analysis and a decision log to adjust the plan

## Target Audience:

- You lead a department, unit or team and must translate organisational strategy into targets and actions for your people
- You work in a planning, strategy or performance office and coordinate how plans are drafted, tracked and reported
- You manage projects or initiatives that sit inside a strategic plan and need to show how they move its objectives
- You are a specialist or professional asked to contribute analysis, measures or milestones to a strategic plan
- You prepare performance reports and briefings for senior leaders and need a clear method for strategy reviews



## Course Outline:

### Day 1: Frame the Strategic Planning Process and Context

- Distinguishing Strategic, Operational and Action Plans Using a Planning Hierarchy
- Mapping the Strategic Planning Cycle From Analysis to Review
- Scanning the Internal Environment With Value Chain Analysis
- Scanning the External Environment With Stakeholder and Trend Mapping
- Build: Mission and Vision Statements for Your Own Unit

### Day 2: Analyse Your Position and Set Strategic Goals

- Running a SWOT Analysis and Converting It With TOWS
- Applying PESTEL to Identify Drivers, Risks and Opportunities
- Assessing Core Competencies and Competitive Advantage With VRIO
- Setting Strategic Goals Using SMART Criteria and Objective Statements
- Build: KPI Set With Baselines, Targets and Data Sources

### Day 3: Formulate Strategy and Align Resources

- Generating Strategic Options With the Ansoff Matrix
- Selecting Strategies Using Weighted Scoring and Feasibility Tests
- Aligning Structure, Resources and Budgets to Strategic Objectives
- Designing a Strategy Map and Balanced Scorecard Perspectives
- Build: Prioritised Initiative Portfolio With Costs and Owners

### Day 4: Build the Implementation Roadmap and Lead Change

- Converting Objectives Into Milestone Plans With RACI Ownership
- Managing Change and Resistance With a Stakeholder Impact Assessment
- Communicating Strategy With a Plan on a Page and Cascade
- Shaping a Strategic Culture Through Team Routines and Recognition
- Build: Implementation Roadmap With Milestones, Risks and Communication Plan

### Day 5: Monitor, Review and Steer the Roadmap Through a Case Study

- Tracking KPIs on a Scorecard Dashboard With RAG Status
- Running a Strategy Review With Variance Analysis and Decision Logs
- Leading Strategic Initiatives Through Sponsorship and Escalation Routines
- Embedding Continuous Improvement With the PDCA Cycle
- Build: Implementation Roadmap Pack With Review Calendar



## Skills You Will Gain:

- TOWS Option Generation
- VRIO Capability Assessment
- Ansoff Growth Options
- Strategy Map Design
- Initiative Prioritisation Scoring
- Stakeholder Impact Assessment
- Scorecard Dashboard Reporting
- PDCA Improvement Cycles

## Why Attend This Course:

- Build an implementation roadmap pack for your own unit that you can present to your manager in your first week back
- Practise turning objectives into milestones and named owners on case material, so your next action plan is ready to issue
- Test your KPIs and targets against baselines and data sources before they go into your monthly reporting
- Rehearse a strategy review meeting so you can chair or brief the next one with a clear agenda and decision log

## Conclusion:

In your first week back, take your implementation roadmap pack and check its milestones and owners against your team's current workload and budget. Share the plan on a page, the roadmap and the scorecard with your line manager and the people named as owners, and agree the review calendar with them. Set the first data collection date for each KPI. After the first monthly review, check which milestones slipped, whether each measure gave you the signal you needed and which initiative needs re-scoping, then record every change in the decision log.

## Frequently Asked Questions FAQ:

### What will you be able to do after the Strategic Plan Development and Implementation Roadmap Course?

You will be able to analyse your context, set strategic goals and KPIs, build a strategy map and balanced scorecard, convert the plan into a milestone roadmap with named owners, and run reviews that use performance data to keep the roadmap on track.



## What do you need to know before starting strategic plan development and implementation roadmap training?

You need working experience of setting targets, leading a team or contributing to plans. No formal strategy background is required. Bring an outline of your unit's current objectives or plan if you can, because you work on it throughout the course.

## What do you build during the strategic plan development and implementation roadmap course?

You build an implementation roadmap pack for your own organisation or unit: mission and vision statements, a KPI set, a strategy map and balanced scorecard, a prioritised initiative portfolio, a milestone roadmap with RACI ownership and a review calendar.

## How does a strategic plan implementation roadmap course differ from a general strategic planning course?

It sits at intermediate level and puts most of its weight on the step after the plan is written: milestones, ownership, scorecards and review meetings. A general or foundation planning course stays with analysis and plan writing, while an advanced course goes further into scenario work and enterprise-wide design.

