



Consulting and Training | Reach New Heights

**Course Name**

# **Certified Strategy and Business Planning Professional (Live Online)**

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**Sector Name**

Internationally Certified Training Programs

**Document Type**

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## Certified Strategy and Business Planning Professional (Live Online)

### Course Introduction

To be successful in the long run, organizations need to define a mission and a vision, which can be cascaded down into SMART strategic and operational objectives at all hierarchical levels. The course offers an algorithm on how this can be done, with a focus on creating strategies that are internally consistent and aligned for optimal performance. At the same time, the course offers tools for both internal and external environmental scanning, which will allow companies to build strategies that are flexible and shock-absorbent, adapted to a business world that is rapidly changing. Last but not least, the course focuses on how departments can set their own strategies and action plans that are ready for execution and support the overall corporate strategy.

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## Certified Strategy and Business Planning Professional (Live Online)

### Target Audience

- ✓ Business owners and top management
- ✓ Middle management professionals
- ✓ Strategy Manager
- ✓ Business Development Manager
- ✓ Corporate Planning Manager
- ✓ Department Head / Director
- ✓ Operations Manager
- ✓ Project Manager
- ✓ Program Manager
- ✓ Business Analyst
- ✓ Management Consultant
- ✓ Entrepreneur / Business Owner
- ✓ Public Sector Manager
- ✓ Organizational Development Manager

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### Learning Objectives

- ✓ Build up a strategic mind-frame
- ✓ Identify key strategy planning concepts
- ✓ Use strategy planning tools in individual and team exercises
- ✓ Reflect on the best practices in the field through case studies and debates

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### Course Outline

#### ✓ 01 Day One

##### **Key concepts:**

- ✓ Strategy defined
- ✓ Pre-requisites of strategy planning
- ✓ Architecture of the strategy planning process

##### **Corporate identity:**

- ✓ Impact
- ✓ Mission
- ✓ Values

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### Course Outline

#### ✓ 02 Day Two

##### **Choice of a competitive strategy:**

- ✓ **Low cost, low price**
- ✓ **Differentiation**
- ✓ **Customer relationship**
- ✓ **Network effect**

##### **Strategic Internal Environmental Scanning:**

- ✓ **Assessing existing processes**
- ✓ **Assessing existing resources**
- ✓ **Assessing existing procedures**
- ✓ **Competitive benchmarking**

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### Course Outline

#### ✓ **03 Day Three**

##### **Strategic External Environmental Scanning:**

- ✓ **PESTEL analysis**
- ✓ **Porter's 5 forces**
- ✓ **SWOT Analysis**
- ✓ **Scenario Planning**

##### **Case Study:**

- ✓ **Definition of corporate identity**
- ✓ **Internal environment scanning**
- ✓ **External environment scanning**
- ✓ **SWOT analysis**

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### Course Outline

#### ✓ 04 Day Four

##### **Vision & Choice of Growth Strategy:**

- ✓ **Defining the vision in the context of the chosen planning scenario**
- ✓ **Intensive growth**
- ✓ **Internationalization strategies**
- ✓ **Integrative growth**
- ✓ **Diversification strategies**

##### **SMART Objectives at Corporate Level:**

- ✓ **Long-term vs. strategic objectives**
- ✓ **SMART strategic objectives**
- ✓ **The strategy tree**

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### Course Outline

#### ✓ 05 Day Five

##### **Case Study:**

- ✓ **Vision**
- ✓ **Choice of a growth strategy**
- ✓ **The strategy tree**

##### **Planning at the Departmental Level:**

- ✓ **An overview of the planning process at the department level**
- ✓ **The algorithm of cascading the corporate strategy**
- ✓ **Planning “business as usual” vs. identifying new projects at the department level**

##### **Review and Q&A:**

- ✓ **Course review**
- ✓ **Q&A**

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### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	2150.00 \$	Virtual , Online
Aug. 24, 2026	Aug. 28, 2026	5 days	2150.00 \$	Virtual , Online
Oct. 12, 2026	Oct. 16, 2026	5 days	2150.00 \$	Virtual , Online
March 15, 2027	March 19, 2027	5 days	2150.00 \$	Virtual , Online

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