



Consulting and Training | Reach New Heights

Course Name

Certified Strategy and Business Planning Professional (Physical)

Sector Name

Internationally Certified Training Programs

Document Type

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Course Introduction

The business world is rapidly changing – creating short-span windows of opportunities and unexpected threats. To adapt and adjust to this dynamic environment, organizations seek planning tools that would allow them to build strategies that are both flexible and shock-absorbent. This course will help improve long-term organizational performance through the use of strategic planning tools. Participants will explore the framework that provides the foundation of a successful business strategy, focusing on the main components of a strategy and practicing the development of an efficient strategic plan. The course will also provide insights on the fundamental principles and methods for communicating strategy across the organization.

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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

- ✓ Comprehend the fundamentals of the strategic planning process
- ✓ Learn to coordinate teams in order to set up to design strategies
- ✓ Set clear strategic objectives, evaluate strategies, and suggest adjustments
- ✓ Identify key areas of a business model.

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Course Outline

✓ **01 Day One**

Key Concepts:

- ✓ Strategy planning defined
- ✓ Assumptions for strategy planning
- ✓ The process of strategy planning – an overview

Corporate Identity:

- ✓ Impact
- ✓ Mission
- ✓ Corporate values
- ✓ Capabilities

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

✓ 02 Day Two

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
- ✓ Scenario planning

Vision & Choice of Growth Strategy:

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

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Course Outline

✓ **03 Day Three**

SMART Objectives at Corporate Level:

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

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

Certification Exam

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 23, 2026	Nov. 25, 2026	3 days	3950.00 \$	Malaysia , Kuala Lumpur
May 24, 2027	May 26, 2027	3 days	3250.00 \$	UAE , Dubai
July 26, 2027	July 28, 2027	3 days	3950.00 \$	Spain , Madrid
March 15, 2027	March 17, 2027	3 days	3250.00 \$	UAE , Dubai

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