



Consulting and Training | Reach New Heights

Course Name

Certified Strategy and Business Planning Professional

Sector Name

Management And Leadership

Document Type

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Certified Strategy and Business Planning Professional

Course Introduction

In today's competitive and rapidly evolving business environment, organisations must adopt effective strategic planning and business development frameworks to achieve sustainable growth and long-term success. The Certified Strategy and Business Planning Professional program is designed to equip corporate leaders, managers, and planning teams with the essential tools required to develop and implement effective business strategies and performance-driven planning processes.

This corporate training course focuses on the core principles of strategic management, corporate planning, market analysis, and business performance measurement. Participants will learn how to define organisational vision, develop strategic objectives, conduct SWOT and competitive analysis, and translate strategy into actionable business plans that support organisational growth.

The program also explores advanced approaches to business strategy formulation, performance management, strategic decision-making, and organisational transformation, enabling companies to align their operational activities with long-term corporate goals. Through practical frameworks and case studies, participants gain the skills needed to design effective strategic roadmaps, monitor key performance indicators (KPIs), and improve overall organisational performance.

By strengthening strategic thinking and planning capabilities, organisations can enhance business resilience, innovation capacity, and competitive advantage in dynamic global markets

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Target Audience

- ✓ Strategy professionals and business planners
- ✓ Corporate performance managers and KPI specialists
- ✓ Heads of departments and business unit leaders
- ✓ Consultants and project managers involved in strategic projects
- ✓ Executives seeking to strengthen their organization's strategic agility and alignment
- ✓ Professionals preparing for or transitioning into strategic leadership roles

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Learning Objectives

- ✓ Understand and apply comprehensive models for strategic thinking and planning.
- ✓ Conduct advanced internal and external environmental analyses using modern tools (e.g., SWOT, PESTEL, Porter's Five Forces).
- ✓ Design growth strategies and translate them into actionable strategic objectives and KPIs.
- ✓ Cascade strategy effectively across departments and align business functions.
- ✓ Build governance frameworks to monitor, evaluate, and refine strategic plans.
- ✓ Integrate performance management systems for strategy execution.
- ✓ Develop and present a complete strategic plan aligned with business goals and industry trends.

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Course Outline

✓ DAY 01

Strategic Thinking and Organizational Identity

- ✓ Introduction to strategy and strategic planning models
- ✓ Role of strategic thinking in complex, dynamic environments
- ✓ Defining mission, vision, and organizational values
- ✓ Setting long-term goals and strategic intent
- ✓ Understanding strategic alignment and stakeholder impact

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Course Outline

✓ Day 02

Environmental and Competitive Analysis

- ✓ Internal analysis: capabilities, resources, structure, and value chains
- ✓ External analysis: PESTEL, market trends, and global forces
- ✓ Porter's Five Forces for industry analysis
- ✓ SWOT and TOWS integration into planning
- ✓ Scenario planning and stress-testing strategies

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Course Outline

✓ Day 03

Strategy Formulation and Growth Planning

- ✓ Evaluating strategic options: organic, inorganic, and diversification growth
- ✓ Strategic positioning: cost leadership, differentiation, focus
- ✓ Setting strategic objectives and key results (OKRs/KPIs)
- ✓ Designing the strategy map and initiative portfolio
- ✓ Strategic risk identification and mitigation approaches

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Course Outline

✓ Day 04

Cascading Strategy and Departmental Planning

- ✓ Strategy cascading techniques: from corporate to team-level
- ✓ Linking goals, KPIs, and departmental scorecards
- ✓ Aligning strategy with budgeting and resource allocation
- ✓ Integrating innovation and digitalization into strategic plans
- ✓ Managing cross-functional alignment and strategic communication

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Course Outline

✓ Day 05

Strategy Execution, Governance, and Evaluation

- ✓ Strategy execution frameworks and governance structures
- ✓ Strategy review cycles and performance monitoring systems
- ✓ Role of dashboards and business intelligence tools
- ✓ Change management and communication planning for execution

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 28, 2026	Oct. 2, 2026	5 days	4250.00 \$	UAE , Dubai
June 15, 2026	June 19, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
March 15, 2027	March 19, 2027	5 days	5950.00 \$	Switzerland , Zurich
Dec. 6, 2026	Dec. 10, 2026	5 days	4250.00 \$	KSA , Riyadh

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