



Consulting and Training | Reach New Heights

Course Name

Certified Strategy and Business Planning Professional (CSBP)

Sector Name

Management And Leadership

Document Type

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Certified Strategy and Business Planning Professional (CSBP)

Course Introduction

This training program is designed to build advanced capabilities in strategic thinking, planning frameworks, business model innovation, and performance alignment.

This training program empowers professionals to lead strategic initiatives, formulate business plans that drive long-term growth, and translate vision into measurable results through globally recognized tools and methodologies.

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Target Audience

- ✓ Strategy officers, business planners, and corporate development leaders
- ✓ Senior managers and directors responsible for strategic functions
- ✓ Consultants, PMO leaders, and organizational development professionals
- ✓ Department heads involved in business unit strategy or transformation
- ✓ Professionals preparing for CSBP certification or strategic leadership roles

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Learning Objectives

- ✓ Master strategic planning principles, models, and frameworks.
- ✓ Translate organizational vision and mission into actionable strategic objectives.
- ✓ Conduct comprehensive environmental and competitive analyses.
- ✓ Develop integrated strategic and business plans.
- ✓ Apply tools such as SWOT, PESTEL, Porter's Five Forces, and the Balanced Scorecard.
- ✓ Align strategy with budgeting, risk, and performance management.
- ✓ Foster agility, innovation, and strategic leadership within organizations.

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Course Outline

✓ DAY 01

Foundations of Strategic Thinking

- ✓ Defining strategy: purpose, scope, and value
- ✓ Types and levels of strategy (corporate, business, functional)
- ✓ Strategic vs operational planning
- ✓ The role of a strategy professional in modern organizations
- ✓ Characteristics of effective strategies
- ✓ Barriers to strategic success and misalignment
- ✓ Strategic planning lifecycle overview
- ✓ The anatomy of a strategic management system

Vision, Mission, and Organizational Identity

- ✓ Crafting vision and mission statements
- ✓ Defining organizational purpose and values
- ✓ Linking identity to long-term direction and culture
- ✓ Strategy as a tool to fulfill vision
- ✓ Cascading vision into strategic priorities
- ✓ Stakeholder influence on vision and mission
- ✓ Integrating ethics, ESG, and sustainability in mission

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Course Outline

✓ Day 02

Strategic Environment Analysis

- ✓ PESTEL analysis: scanning the external environment
- ✓ Industry and market analysis: Porter's Five Forces
- ✓ Megatrends and global forces shaping strategy
- ✓ Stakeholder and ecosystem analysis
- ✓ Scenario planning and uncertainty mapping
- ✓ The role of data in strategic foresight
- ✓ Tools for competitor benchmarking

Internal Analysis and Organizational Capability

- ✓ Resource-based view and core competencies
- ✓ McKinsey 7S, VRIO, and value chain analysis
- ✓ Cultural and leadership diagnostics
- ✓ Organizational health and agility indicators
- ✓ Internal SWOT and capability assessments
- ✓ Strategic fit: aligning strengths with opportunities
- ✓ Digital maturity and innovation readiness
- ✓ Identifying internal risks and constraints

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Course Outline

✓ Day 03

Strategic Options and Business Model Design

- ✓ Developing strategic alternatives and evaluating trade-offs
- ✓ Strategic logic and decision matrices
- ✓ Business model canvas: components and value creation
- ✓ Revenue models and cost structures
- ✓ Product, channel, and customer segments
- ✓ Evaluating scalability, innovation, and competitive edge
- ✓ Value proposition design and testing
- ✓ Redesigning models for digital transformation

Strategy Formulation and Prioritization

- ✓ Structuring strategic objectives and long-term goals
- ✓ Using OGSM (Objectives, Goals, Strategies, Measures)
- ✓ Developing strategic themes and focus areas
- ✓ Balancing ambition with feasibility
- ✓ Prioritizing initiatives using the impact-effort matrix
- ✓ Evaluating risk-return alignment
- ✓ Governance in strategy formulation

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Course Outline

✓ Day 04

Business Planning and Operational Translation

- ✓ Difference between strategic and business plans
- ✓ Structuring a business plan: key components
- ✓ Forecasting and resource planning
- ✓ Setting KPIs and measurable targets
- ✓ Linking strategic projects to operational activities
- ✓ Milestones, timelines, and workstreams
- ✓ Budget alignment and resource mobilization
- ✓ Planning for execution readiness

Strategy Execution and Performance Monitoring

- ✓ Barriers to execution and why plans fail
- ✓ Building a strategy execution culture
- ✓ The Balanced Scorecard (BSC): perspectives and mapping
- ✓ Cascading objectives and KPIs across teams
- ✓ Establishing accountability and tracking tools
- ✓ Using OKRs for agile strategy implementation
- ✓ Real-time performance dashboards and governance
- ✓ Mid-cycle review and adjustment mechanisms

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Course Outline

✓ Day 05

Strategic Risk, Change, and Innovation

- ✓ Strategic risk vs operational risk
- ✓ Identifying and assessing strategic risks
- ✓ Risk mitigation in strategic decision-making
- ✓ Embedding resilience into strategic plans
- ✓ Managing change as part of strategy execution
- ✓ Aligning innovation with long-term vision
- ✓ Tools for innovation strategy (Blue Ocean, Design Thinking)
- ✓ Integrating strategy with enterprise-wide planning
- ✓ Communicating the strategy to internal and external stakeholders
- ✓ Practical Application

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 10, 2027	Jan. 14, 2027	5 days	4250.00 \$	Bahrain , Manama
Nov. 30, 2026	Dec. 4, 2026	5 days	4250.00 \$	UAE , Dubai
Sept. 14, 2026	Sept. 18, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
May 24, 2027	May 28, 2027	5 days	5950.00 \$	Switzerland , Zurich

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