XCELERATE TRAINING INSTITUTE

your learning & development partner

STRATEGY AND STRATEGIC PLANNING

The Certified Strategist From Planning to Execution Training Course

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
17 – 21 May 2027	Live online	Online (live)	€1,200
22 – 26 Nov 2027	Live online	Online (live)	€1,200
27 – 31 Dec 2027	Boston	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/the-certified-strategist-from-planning-to-execution-…

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The Certified Strategist From Planning to Execution Training Course

Introduction

Introduction

Do you think you need strategist partners to ensure the continued growth of your organization? Do you think these strategist partners will help you avoid the common pitfalls for growth?

A well-formed strategy paves the way for the holistic growth of an organization. The current business scenario is laden with changes at a fast pace – be it regarding technology, people management, policies, and procedures, business environment, etc. This makes it necessary for us to have a certain set of people in our team who keep an eye on the environment to guide the businesses towards maintaining their competitive edge.

This course on Certified Strategist by Xcelerate Training Institute Solutions will empower you to develop a strategic mindset, conduct an analysis of the competitive environment and advocate the firm's positioning and value creation.

Learning Objectives

- Build up a strategic mind-set
- Understand key strategic planning concepts
- How to evaluate industry evolution?
- How to build and sustain competitive advantage?
- How to formulate and assess business strategies?
- How to align efforts to organizational strategy?
- Understand the economics of strategic moves?
- Understand the sustainability of the business, resource conflicts and its relation to strategy
- Understand the strategic significance of other contemporary business models
- Focus on networking for strategic growth of the business
- Familiarize with an easy-to-use toolkit for every step of the strategic planning process
- Understanding the law and regulations associated with the strategic side of the business

Training Methodology

We at Xcelerate Training Institute Solutions, offer an interactive presentation which will include several management games, paper-pencil exercises, activities, role plays, videos, and robust practice sessions. The participants will get an opportunity to interact with, bond, and network with other participants who come from diverse professional backgrounds.

Benefits For Your Organization

- Understand the importance of strategic planning at every level of the organization

- Keep an eye on the external environment of the organization vis-à-vis the competitors
- Get a neutral and third – party perspective
- Guide the senior management team in times of challenging events or situations to reach an objective decision for their next move
- Suggest innovative solutions leading to organizational growth

Benefits For You

- Receive knowledge on a strategy that can be transferred into all areas of their professional life
- Be a part of a network of specialists
- Guide with innovative solutions to strategy planning dilemmas
- More career opportunities

Target Audience

- Business Owners
- Top Management professionals
- Middle Management professionals
- Any other Management professional who wish to enhance their skills
- Any other Management professional who wants to become a strategic partner to the organization
- Anyone who wants to excel in their chosen areas
- Business Consultants
- Business Coaches
- MBA graduates
- Job seekers searching for employment in the role of senior management of various companies
- Existing employees looking for promotion can prove their employers the value of their skills

Course Outline

INTRODUCTION TO STRATEGY, TACTIC, AND POLICY

- Define Strategy
- Features of Strategy
- Define Tactics
- The distinction between Strategy and Tactics
- Implementation of Strategy
- What is Policy?
- Comparison of Policy and Strategy
- Prerequisites of strategy planning
- The architecture of the strategic planning process

INTRODUCTION TO BUSINESS STRATEGIC PLANNING AND MANAGEMENT

- The process of strategic planning, features, its importance, and steps
- Prerequisites of strategy planning
- Evaluation and Choice of Strategies
- Medium and Short-Range Planning, Implementation and Control

- Definition and origin of Strategy
- Nature of Strategy – static or dynamic?
- The architecture of the strategic planning process
- Benefits of Strategic Management
- Role of Strategy in Business
- Impact of Strategic Issues in the long run
- Elements in the Strategic Management Process
- Comprehensive Model of Strategic Management

STRATEGIC INTENT

- Strategic Decision-making
- Mintzberg Model
- Levels of Strategy Making
- Brand Strategy
- New approaches to strategy
- Suitability and Limitations
- Formal Structured Approach
- Deliberate and Emergent Strategies
- Crafting a business strategy

OBJECTIVE, MISSION, AND VISION

- Mission and Purpose
- Understand the formulation of Mission Statement
- Characteristics of a Mission Statement
- Objectives and Goals: A Comparison
- Approach – Top-down and Bottom-up Approach
- Setting mission and objectives for business
- Directions for Decision-making
- Decentralization
- Change in Aspiration Level of Management

ENVIRONMENTAL ANALYSIS

- Understand the concept of environment
- Role of Environmental Analysis
- Environmental Complexity
- Pestle Analysis
- Porter 5 Forces Model

Competitor Analysis

- Industry Analysis
- Competitor Analysis – National and International level
- Boston Matrix
- Description of The BCG Matrix

- Types of Benchmarking
- Process, Performance, and Strategic Benchmarking
- 7s Framework
- SWOT Analysis
- Value Chain Analysis
- Outsourcing

STRATEGY IMPLEMENTATION

- Concept of Strategy Implementation
- Relationship between Strategy and Structure
- Structural Change and implementation
- Understanding Functional Policies and Plans
- Relating Values, Cultures, and Strategies
- Implementation of Values, Cultures, and Strategies
- Resource deployment and allocation

CHALLENGES IN STRATEGIC EVALUATION AND CONTROL

- Team to work on Strategic Evaluation and Control
- Techniques of Strategic Evaluation and Control
- Financial Performance Control
- Budgetary Control
- Operational Problems
- Approaches for Measuring Social Performance

BUSINESS PLANNING, STRATEGY & KPIs

- Cascading the strategy from the corporate level
- Business planning at the department level
- Integrating strategies and action plans for a department within the corporate strategy
- Identifying KPIs for strategic objectives
- Setting targets for KPIs

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Registration Form

The Certified Strategist From Planning to Execution Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

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