XCELERATE TRAINING INSTITUTE

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STRATEGY AND STRATEGIC PLANNING

Strategic Planning Training Course

DURATION	LANGUAGE	FORMAT
5 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
12 – 16 Apr 2027	Live online	Online (live)	**€1,200**
18 – 22 Oct 2027	Live online	Online (live)	**€1,200**
15 – 19 Nov 2027	Amsterdam	Classroom	**€4,800**

Register or ask a question

Online: x8ti.com/course/strategic-planning-training-course-2/

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Strategic Planning Training Course

Introduction

Introduction

Planning is an indispensable element of any business. Every business entity participates in the process of planning. This ranges from a small sole proprietor venture to a large conglomerate corporation. Planning establishes a set of assumptions for the future course of actions. The process enables a company to formulate its intent and recognize its goals. They decide upon a set of actions to be undertaken for the purpose of realizing these intents and goals. The array of planning function varies from short term to long term, corporate to operational, tactical to strategic as it is unique to every organization.

What are strategies in business?

A business needs long-term enduring vision that would act as a guidance for the management while formulating their strategies. Strategic planning is the process wherein the management of the company decides upon the goals and the direction in which strategies would be adopted to fulfil these goals. Strategic planning is not a detached activity that is conducted at the initiation of the business. Rather it is an open-ended activity that is embedded into the fabric of entire management.

Where does the organization see itself in the long-run? What is the organization's vision and does the product and functioning adhere to this vision? Are market trends and customer need in tandem with the organization's vision? How can vision be broken apart into strategic goals? What are the risks and obstacles the management is envisioning and how will they be tackled? Strategic Planning addresses these questions and creates a blueprint of the organization's goal during the process.

Which certification is best for strategy?

Xcelerate Training Institute has introduced this Strategic Planning Certification Training Course of great scope in the area of Strategic and general management. The course highlights the relevance of leading-edge strategic planning in the present competitive landscape. The training course tailor-made for management professionals discusses latest trends and tactics prevalent in the business environment. It provides to the participants a complete purview of Strategic Planning including identifying goals, creating strategies, devising action plans of achieving these goals, monitoring and evaluating the current situation. Professionals with the aim of being ahead of their games are encouraged to opt for this course.

Learning Objectives

- Discuss important elements of establishing a vision and mission statement
- Highlight methods of setting goals according to the broad vision of the organization
- Enable identification of feasible alternative solutions and actions available for achievement of goals and filtering out the inferior alternatives
- Discuss ways to deal with strategic change occurring in the organization
- Envision different kinds of strategies suitable at different levels- corporate, Organizational, functional

- Developing benchmarks to enable comparison of performance of the organization against set goals and diagnose deviations
- Develop a team of future leaders capable of shaping the organization towards achievement of the common goal
- Develop effective and efficient decision-making skills

Training Methodology

- Interactive sessions and lectures
- Presentations
- Management games
- Role playing/modelling
- Case studies
- Group discussions
- Problem solving sessions

Benefits For Your Organization

- Efficient strategic planning skills will enable an organization to perceive future challenges well in advance and hence the organization can be proactive instead of reactive
- Proper training regarding the process of strategic planning will allow the organization to develop a sense of direction by establishing realistic objectives that align with the vision
- Strategic planning endows the organization with roadmap to follow which enhances the operational efficiency of the firm
- Purposeful Strategic Planning is updated with latest trends and allows the organization to gather timely insights into the markets and competitors. This helps in increasing the profitability of the firm

Benefits For You

- Avoid existing knowledge from becoming outdated by instilling information about latest trends, techniques and tactics
- Develop leadership skills that will allow them to lead and guide the organization functions as per the common goal and vision
- Opportunity to develop new competencies and learn new skill will motivate participants
- Participants will be able to develop better workforce collaboration
- Participants will cultivate deeper understanding of their role as strategic developers by ensuring actions of others are coordinated with the general direction company aims to follow
- Participants will be able to cope better with strategic change and transitions and see it as part of growth
- Enhanced decision-making skills will allow the participants to recognize key elements involved in making successful decisions as well as avoid pitfalls that become hindrance in the process

Target Audience

- Chief executive officers, Chief Operating officers
- Departmental heads
- General managers
- Strategic managers

- Business Analysts
- Business policy makers
- Entrepreneurs
- Start-up founders

Course Outline

Strategic intent

- Hierarchy of strategic intent
- Determining strategic intent
- Establishing statement of intent
- Strategic dominance

Strategic Planning

- Strategic planning as a part of Strategic management
- Strategic vs. tactical planning
- Steps in strategic planning

Pre-requisites in Strategic Planning

- Scanning macro environment
- Scanning competitive environment
- Internal environment analysis
- Business Development Inquiry

Formulation of corporate objectives

- Strategic vision
- Vision and mission Statement
- Strategic goals
- Process of setting objectives
- Identification of alternatives, analysis of alternatives

Developing strategic plan

- Duration and components
- Cost benefit analysis
- Execution route
- Exit route

Strategy formulation

- Levels of strategies: corporate level, business level, functional level
- Porter’s classification of business strategies
- Portfolio techniques for corporate Strategic Planning

Organizational design

- Components of organizational structure
- Strategy and structure

Change management

- Triggers for change
- Types of strategic change in organization
- Managing strategic changes

Strategic Control

- Strategic planning as a benchmark for control
- Criteria for strategic control

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Registration Form

Strategic Planning 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: .....

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☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Email this form
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Register online
Open the course page