Strategic Planning Development and Implementation Course

2027 □□□□□ 14 – 10
Istanbul (Turkey)



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Ref: 20221907_174011 Duration: Istanbul (Turkey) Fees: 4200 GBP

Why This Course

In today's fast-moving business environment, the ability to think strategically and translate plans into action is critical for organizational success. Leaders must not only define goals but also align resources, drive implementation, and measure outcomes effectively.

The Strategic Planning Professional program is an intensive 1-week course designed to equip leaders with the knowledge, frameworks, and practical skills needed to develop, implement, and monitor effective strategic plans. Participants will learn to analyze complex environments, set actionable objectives, and lead their organizations toward sustainable success.

What You'll Learn and Practice

By joining this program, you will:

- Understand the full strategic planning process and its role in achieving organizational goals.
- Conduct comprehensive environmental analyses to identify opportunities and risks.
- Develop clear, measurable strategic objectives aligned with organizational priorities.
- Translate strategies into actionable plans and allocate resources effectively.
- Implement performance measurement systems to monitor progress and refine strategies.
- Strengthen leadership skills to drive strategic change and foster innovation.

The Program Flow

Day 1: Foundations of Strategic Planning

- Introduction to core concepts and principles of strategic planning.
- Understanding the strategic planning process and its significance.
- Analyzing internal and external environments to inform decisions.
- Crafting mission and vision statements that guide organizational direction.

Day 2: Strategic Analysis and Goal Setting

- Conducting SWOT and PESTEL analyses to evaluate opportunities and threats.
- Identifying core competencies and competitive advantages.
- Setting clear, actionable strategic goals and objectives.
- Developing key performance indicators KPIs to track progress.



Day 3: Strategy Formulation and Resource Alignment

- Exploring techniques for strategy development and selection.
- Aligning organizational structure, resources, and budgets with strategic initiatives.
- Creating a balanced scorecard to measure performance across key dimensions.
- Prioritizing initiatives for maximum organizational impact.

Day 4: Strategy Implementation and Change Management

- Translating strategies into actionable plans with defined timelines and milestones.
- Managing organizational change and addressing resistance.
- Communicating strategy effectively throughout the organization.
- Building a culture of strategic thinking and collaboration.

Day 5: Monitoring, Evaluation, and Strategic Leadership

- Implementing systems to monitor performance and track KPIs.
- Conducting strategy reviews and making data-driven adjustments.
- Enhancing leadership skills to guide teams through strategic initiatives.
- Establishing a framework for continuous improvement and long-term success.

Individual Impact

Participants will:

- Receive a comprehensive strategic plan template tailored to their organization.
- Gain a toolkit of strategic analysis and implementation techniques.
- Develop a personalized action plan to drive strategic change.
- Enhance leadership skills for guiding teams through complex initiatives.

Work Impact

Organizations will benefit from leaders who can:

- Align strategy with organizational goals for measurable results.
- Execute initiatives efficiently while managing change effectively.
- Monitor performance and refine strategies based on real-world data.
- Foster a culture of strategic thinking and continuous improvement.

Training Methodology

The program blends theory with practical application through:



- Interactive workshops on strategy development and execution.
- Case studies and real-world examples of strategic initiatives.
- Hands-on exercises for resource allocation, KPI design, and change management.
- Peer discussions and reflections to reinforce learning and application.

Beyond the Course

After completing the program, participants will be able to:

- Lead strategic initiatives with confidence and clarity.
- Align resources and teams to execute strategies effectively.
- Measure, evaluate, and refine strategic performance continuously.
- Position themselves and their organization for sustainable success.

