# Chief Strategy Officer Planning and Execution Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS7256_293342

## Course Introduction / Overview:

This intensive training course is designed to equip current and aspiring strategic leaders with the comprehensive skills required to excel in the role of a Chief Strategy Officer. In today's volatile business environment, the ability to not only formulate a winning strategy but also to drive its execution is paramount. This program moves beyond theoretical frameworks to provide a practical roadmap for navigating the entire strategic management lifecycle, from initial analysis to sustainable implementation. Drawing upon foundational concepts from thought leaders like Michael Porter, author of "Competitive Strategy: Techniques for Analyzing Industries and Competitors", participants will learn to master both the art and science of corporate strategy. BIG BEN Training Center has developed this course to bridge the critical gap between strategic planning and operational reality, ensuring that strategic initiatives translate into measurable performance and long-term competitive advantage. This journey covers everything from sophisticated market analysis and digital transformation strategy to the nuances of leading change and fostering a culture of strategic alignment across the organization.

## Target Audience / This training course is suitable for:

- Chief Strategy Officers (CSOs) and Chief Executive Officers (CEOs).
- Vice Presidents and Directors of Strategy or Corporate Planning.
- Heads of Corporate Development and Business Development.
- Senior Executives involved in strategic decision-making processes.
- Strategy Consultants and Senior Analysts.
- General Managers and Business Unit Leaders with strategic responsibilities.
- High-potential managers being groomed for executive leadership roles.

## Target Sectors and Industries:

- Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Governmental agencies and public sector organizations.
- Consulting and Professional Services.

## Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Strategy and Corporate Planning Departments.
- Corporate Development and Mergers & Acquisitions.
- Business Development and Sales.
- Finance and Financial Planning.
- Marketing and Market Analysis.
- Operations and Transformation Management.
- Human Resources for strategic alignment and change management.

## Course Offerings:

By the end of this course, the participants will have able to:

- Develop a robust strategic planning process tailored to their organization's unique context.
- Conduct comprehensive internal and external environmental analyses using advanced frameworks.
- Formulate compelling and data-driven corporate and business unit strategies.
- Master the tools and techniques for effective strategy execution and implementation.
- Lead complex change management initiatives to ensure strategic alignment.
- Integrate digital transformation and innovation into the core business strategy.
- Design and implement effective performance management systems like the Balanced Scorecard and OKRs.
- Enhance strategic decision-making and risk management capabilities.
- Communicate strategic vision effectively to all stakeholders.
- Cultivate a culture of strategic thinking and continuous improvement.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and practical, ensuring that participants can immediately apply their learning. This course rejects a purely lecture-based format in favor of a blended learning experience that combines expert-led instruction with hands-on application. A cornerstone of the program is the extensive use of real-world case studies from a variety of industries, allowing participants to analyze complex strategic challenges and debate potential solutions. Collaborative group workshops and strategic simulation exercises will challenge attendees to work in teams, formulate strategies, and make executive-level decisions in a controlled environment. The sessions will feature interactive discussions, peer-to-peer feedback, and problem-solving clinics where participants can address their own organizational challenges. Our expert facilitators foster a dynamic learning environment, encouraging critical thinking and knowledge sharing to ensure a deep and lasting understanding of strategic planning and execution principles.

## Course Agenda (Course Units):

### Unit One: The Modern Chief Strategy Officer

- The Evolving Role and Responsibilities of the CSO.
- Core Competencies for Strategic Leadership.
- Understanding the Strategic Management Process from A to Z.
- Distinguishing Between Corporate, Business, and Functional Strategy.
- The Psychology of Strategic Decision-Making.
- Establishing a Strategic Planning Rhythm and Governance.
- Stakeholder Analysis and Management in Strategy Formulation.

### Unit Two: Advanced Strategic Analysis and Formulation

- Deep Dive into SWOT, PESTLE, and Porter's Five Forces.
- Conducting In-depth Competitor and Market Analysis.
- Applying Blue Ocean Strategy to Create Uncontested Market Space.
- Scenario Planning and Strategic Foresight in a VUCA World.
- Crafting a Powerful Vision, Mission, and Strategic Objectives.
- Developing Data-Driven Growth Strategies (Organic and Inorganic).
- Business Model Innovation and Value Proposition Design.

## Unit Three: Mastering Strategy Execution and Implementation

- Translating Strategy into Actionable Plans and Initiatives.
- The Hoshin Kanri Method for Policy Deployment.
- Utilizing the Balanced Scorecard for Strategic Alignment.
- Implementing Objectives and Key Results (OKRs) for Performance Tracking.
- Resource Allocation and Strategic Budgeting.
- Overcoming Common Barriers to Strategy Execution.
- Building a Strategy-Focused Organization.

## Unit Four: Leading Strategic Innovation and Transformation

- The CSO's Role as a Catalyst for Change.
- Principles of Effective Change Management and Communication.
- Integrating Digital Transformation into Corporate Strategy.
- Fostering a Culture of Innovation and Agility.
- Managing a Portfolio of Strategic Initiatives.
- Leading Mergers and Acquisitions from a Strategic Perspective.
- Building and Leading High-Performance Strategy Teams.

## Unit Five: Performance Measurement, Governance, and the Future of Strategy

- Designing Effective Key Performance Indicators (KPIs).
- Establishing a Strategy Review and Adaptation Process.
- The Role of the Board in Strategy Governance and Oversight.
- Communicating Strategic Performance to the Executive Team and Board.
- Ethical Considerations in Strategic Management.
- The Impact of AI and Big Data on Strategic Planning.
- The Future of the CSO Role and Strategic Management.

# FAQ:

## Qualifications required for registering to this course?

There are no requirements.

## How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

# Something to think about:

In an era of unprecedented disruption, how can a Chief Strategy Officer balance long-term strategic foresight with the need for short-term agile adaptation?

# What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic and integrated perspective on the Chief Strategy Officer's mandate, seamlessly connecting the intellectual rigor of strategy formulation with the practical discipline of execution. Unlike programs that focus narrowly on analytical tools, this training emphasizes the leadership, communication, and change management skills essential for driving strategy in a real-world corporate environment. It bridges the gap between classic strategic theory and contemporary challenges such as digital transformation, business model innovation, and agile adaptation. The curriculum is meticulously structured to mirror the complete strategic cycle, ensuring participants understand how to manage the process from end to end. Furthermore, the course content is enriched with insights on stakeholder management and organizational culture, recognizing that even the most brilliant strategy will fail without proper alignment and buy-in. By focusing on the 'how' as much as the 'what', it equips leaders not just to be strategic thinkers, but to be effective architects of their organization's future.