IT Strategic Planning and Business Alignment Frameworks Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #IT5157_287522

Course Introduction / Overview:

This intensive training course provides a comprehensive exploration of the critical link between information technology strategy and overall business objectives. In today's digitally-driven landscape, the ability to achieve strategic alignment is no longer a competitive advantage but a fundamental requirement for survival and growth. This course moves beyond theoretical concepts to offer a practical, actionable roadmap for developing and implementing robust IT strategies that deliver tangible business value. We will delve into the foundational principles articulated by leading academics like John C. Henderson and N. Venkatraman, whose Strategic Alignment Model (SAM) remains a cornerstone of modern IT management. Participants will dissect established IT governance frameworks and learn to create a cohesive IT strategy roadmap that supports digital transformation and innovation. At BIG BEN Training Center, we have designed this program to empower leaders to transform their IT departments from cost centers into strategic partners, ensuring every technology investment and initiative is directly tied to business outcomes. This journey will equip you with the tools to master business capability mapping, IT portfolio management, and performance measurement, creating a resilient and agile technology function.

Target Audience / This training course is suitable for:

- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- IT Directors, Heads of IT, and Senior IT Managers.
- Enterprise Architects and IT Strategists.
- Business Relationship Managers.
- IT Project and Program Managers.
- Business Analysts with a focus on technology projects.
- Senior executives involved in strategic planning and digital transformation.
- IT consultants and advisors.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Telecommunications and Technology.
- Manufacturing and Engineering.
- Retail and E-commerce.
- Energy and Utilities.
- Government agencies and public sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Information Technology (IT) Department.
- Strategic Planning and Corporate Strategy Office.
- Project Management Office (PMO).
- Finance and Budgeting Department.
- Operations Management.
- Digital Transformation and Innovation Teams.
- Enterprise Architecture Department.
- Risk Management and Compliance.

Course Offerings:

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

- Develop a comprehensive IT strategic plan that is fully aligned with corporate goals.
- Evaluate and apply leading IT governance frameworks like COBIT and ITIL.
- Master the techniques of business capability mapping to identify technology needs.
- Construct a detailed and actionable IT strategy roadmap.
- Implement effective IT portfolio management to prioritize investments.
- Define and track key performance indicators (KPIs) to measure IT value.
- Lead change management initiatives associated with new technology strategies.
- Enhance the business-IT partnership within their organization.
- Formulate a robust digital transformation strategy.
- Optimize IT costs while maximizing business value.

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 in a real-world context. We move beyond traditional lectures to foster a collaborative learning environment. The course heavily relies on a blend of expert-led presentations, in-depth case study analysis of successful and failed IT-business alignment initiatives, and hands-on workshops. Participants will engage in group exercises to develop mock IT strategy roadmaps and conduct portfolio analysis. Interactive sessions, facilitated discussions, and peer-to-peer feedback are integral to the learning process, allowing for the exchange of diverse experiences and perspectives. We will utilize business simulation tools to model the impact of strategic IT decisions on business outcomes. Each module concludes with a practical application session, where participants work on challenges relevant to their own organizations. This approach ensures a deep understanding of not just the 'what' but the 'how' of strategic IT planning, building both competence and confidence.

Course Agenda (Course Units):

Unit One: Foundations of IT Strategy and Business Alignment

- The strategic role of IT in the modern enterprise.
- Understanding the concept of strategic alignment and its importance.
- The Strategic Alignment Model (SAM) by Henderson and Venkatraman.
- Identifying and overcoming common barriers to business-IT alignment.
- The evolution from IT support to strategic business partner.
- Assessing the strategic alignment maturity of an organization.
- Linking IT value proposition directly to business outcomes.

Unit Two: Key Frameworks for IT Governance and Management

- An introduction to IT Governance and its core principles.
- COBIT (Control Objectives for Information and Related Technologies) for governance.
- ITIL (Information Technology Infrastructure Library) for service management.
- TOGAF (The Open Group Architecture Framework) for enterprise architecture.
- Comparing and contrasting the major frameworks.
- Selecting and tailoring frameworks to fit organizational needs.
- Integrating multiple frameworks for a holistic approach.

Unit Three: Crafting the IT Strategic Plan and Roadmap

- Conducting a comprehensive SWOT analysis for the IT department.
- Defining the IT vision, mission, and strategic goals.
- Techniques for business capability mapping and gap analysis.
- Developing a multi-year IT strategy roadmap.
- Mastering IT portfolio management and project prioritization.
- Effective IT budgeting, forecasting, and financial management.
- Communicating the IT strategic plan to stakeholders.

Unit Four: Implementing Strategy, Governance, and Performance Metrics

- Executing the IT strategic plan through effective program management.
- Establishing robust IT governance structures and processes.
- Change management principles for successful strategy implementation.
- Developing a balanced scorecard for IT performance.
- Defining and tracking meaningful Key Performance Indicators (KPIs).
- Measuring and demonstrating the business value of IT.
- Conducting regular strategy reviews and adjustments.

Unit Five: Advanced Alignment, Innovation, and Future Trends

- Fostering a culture of innovation within the IT organization.
- Aligning IT strategy with digital transformation initiatives.
- The role of emerging technologies (AI, IoT, Blockchain) in strategic planning.
- Developing a data governance and analytics strategy.
- Cybersecurity as a strategic business enabler.
- Future-proofing the IT strategy against technological disruption.
- The evolving role of the CIO and IT leadership in strategic alignment.

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:

As artificial intelligence increasingly automates complex decision-making, how must IT governance frameworks evolve to ensure ethical alignment and accountability between autonomous systems and core business objectives?

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

This course distinguishes itself by moving beyond a purely technical or framework-specific focus to cultivate a holistic, strategic mindset. While many programs teach the mechanics of frameworks like COBIT or ITIL, our curriculum emphasizes the art of selecting, blending, and tailoring these tools to solve unique business challenges. We prioritize the development of a 'bilingual' competency, enabling participants to fluently translate complex technological capabilities into the language of business value, risk, and opportunity. The course is built around a strong narrative of transforming the IT function from a reactive service provider into a proactive, strategic partner that co-creates value with the business. Through extensive use of real-world case studies and interactive simulations, participants don't just learn about strategic alignment; they practice it. The focus is less on memorizing processes and more on understanding the underlying principles of governance, value creation, and strategic partnership, equipping leaders with the adaptive skills needed to navigate the perpetually evolving technology landscape and drive sustainable growth.