Leadership Success Through Strategic Planning and Goals Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #LE9719_286910

Course Introduction / Overview:

In today's volatile and competitive business environment, the ability to craft and execute a coherent strategy is the defining characteristic of successful leadership. This intensive training course is designed to transform managers and executives into visionary leaders capable of steering their organizations toward sustainable growth and market leadership. Moving beyond theoretical concepts, the program provides a practical roadmap for developing robust strategic plans and setting impactful goals. We will explore seminal frameworks, including the Balanced Scorecard, a concept masterfully detailed by its creators Robert S. Kaplan and David P. Norton in their book "The Balanced Scorecard: Translating Strategy into Action". Participants will learn to translate high-level vision into actionable departmental objectives and individual tasks, ensuring seamless alignment across the entire organization. At BIG BEN Training Center, we believe that strategic planning is not a static, annual exercise but a dynamic, continuous process. This course equips leaders with the skills for strategic thinking, effective implementation, performance measurement, and the agility to adapt to unforeseen challenges, ensuring they can not only plan for success but also achieve it consistently. This journey will empower you to build a culture of strategic awareness and execution excellence within your team.

Target Audience / This training course is suitable for:

- C-Suite Executives and Board Members.
- Senior and Mid-Level Managers.
- Department Heads and Directors.
- Team Leaders and Supervisors.
- Project and Program Managers.
- Business Owners and Entrepreneurs.
- High-potential employees being developed for leadership roles.
- Strategy and Corporate Planning Professionals.

Target Sectors and Industries:

- Banking and Financial Services.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy, Oil, and Gas.
- Governmental bodies and Public Sector organizations.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategic Planning and Corporate Development.
- Operations and Production.
- Finance and Accounting.
- Human Resources and Talent Management.
- Marketing and Sales.
- Project Management Office (PMO).
- Research and Development.

Course Offerings:

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

- Develop a clear and compelling organizational vision and mission statement.
- Conduct comprehensive internal and external environmental analyses using tools like SWOT and PESTLE.
- Apply various strategic planning frameworks such as the Balanced Scorecard and Hoshin Kanri.
- Formulate strategic objectives that are aligned with the organization's long-term vision.
- Master goal-setting techniques including SMART criteria and Objectives and Key Results (OKRs).
- Cascade strategic goals effectively throughout all levels of the organization.
- Create actionable implementation plans with clear timelines, resources, and responsibilities.

- Develop robust Key Performance Indicators (KPIs) to monitor strategic progress.
- Lead and manage organizational change associated with new strategic initiatives.
- Communicate the strategic plan effectively to stakeholders to ensure buy-in and engagement.
- Facilitate strategic review meetings to assess performance and adapt plans as needed.
- Foster a culture of strategic thinking and continuous improvement within their teams.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and focused on practical application to ensure that learning is not only acquired but also retained and implemented in the workplace. We employ an experiential learning model that moves beyond traditional lectures. The course is built around a blend of expert-led presentations, real-world case study analyses, and interactive group discussions where participants can share their unique challenges and insights. A significant portion of the training is dedicated to hands-on workshops and practical exercises, allowing participants to apply strategic planning tools and goal-setting frameworks to simulated and real business scenarios. Role-playing activities will be used to enhance skills in strategic communication and stakeholder management. Participants will work in teams on a capstone project to develop a complete strategic plan, fostering collaboration and problem-solving skills. Continuous feedback from the instructor and peers is a core component of the learning process, ensuring a supportive environment for growth. This immersive approach guarantees that leaders leave with not just knowledge, but with the confidence and competence to drive strategic success in their organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Leadership

- The Essence of Strategic Thinking vs. Operational Management.
- Defining a Compelling Vision, Mission, and Core Values.
- Conducting an Internal Analysis: Strengths and Weaknesses (SWOT).
- Conducting an External Analysis: Opportunities and Threats (PESTLE, Porter's Five Forces).
- Identifying Core Competencies and Sustainable Competitive Advantage.
- The Role of Leadership in Driving the Strategic Process.
- Stakeholder Analysis and Management for Strategic Alignment.

Unit Two: Core Strategic Planning Frameworks and Models

- Introduction to the Balanced Scorecard for Holistic Performance Management.
- Utilizing Hoshin Kanri for Policy Deployment and Goal Cascading.
- Exploring Blue Ocean Strategy to Create Uncontested Market Space.
- Applying the Ansoff Matrix for Growth Strategy Development.
- Scenario Planning and Analysis for Future-Proofing Strategy.
- The VRIO Framework for Analyzing Firm Resources.
- Choosing the Right Strategic Framework for Your Organization.

Unit Three: Mastering Goal Setting and Organizational Alignment

- The Psychology of Goal Setting for Motivation and Performance.
- From SMART Goals to SMARTER Goals.
- Implementing Objectives and Key Results (OKRs) for Ambitious Targets.
- The Art of Cascading Goals from Corporate to Individual Levels.
- Ensuring Vertical and Horizontal Alignment of Objectives.
- Developing Key Performance Indicators (KPIs) that Truly Matter.
- Using Strategy Maps to Visualize and Communicate Strategic Linkages.

Unit Four: Strategic Execution and Implementation

- Translating Strategy into Actionable Operational Plans.
- Resource Allocation and Budgeting for Strategic Initiatives.
- Building a Strategic Implementation Roadmap with Milestones.
- The Leader's Role in Change Management and Overcoming Resistance.
- Effective Communication Strategies for a Successful Rollout.
- Establishing Governance Structures for Strategic Oversight.
- Project Management Principles for Strategic Execution.

Unit Five: Performance Measurement, Adaptation, and a Strategic Culture

- Developing a Strategic Performance Measurement System.
- Conducting Effective Strategic Review and Progress Meetings.
- Analyzing Performance Data and Making Informed Decisions.
- Fostering Strategic Agility and Adapting to Market Shifts.
- Learning from Successes and Failures in Strategy Execution.
- Building and Sustaining a Culture of Strategic Awareness and Accountability.
- Personal Action Planning for Implementing Learnings.

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 constant disruption, how can leaders balance long-term strategic vision with the need for short-term agile adaptation?

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

This course distinguishes itself by focusing intensely on the linkage between planning and execution, a critical gap where most strategies fail. While many programs cover strategic frameworks in theory, our curriculum is built around the practical challenges leaders face in translating vision into tangible results. We dedicate significant time to the arts of goal cascading, change management, and strategic communication, ensuring that participants can not only create a brilliant plan but also inspire and lead their teams to implement it effectively. The course emphasizes strategic agility, equipping leaders with the skills to monitor performance through meaningful KPIs and adapt their plans in response to a dynamic market, rather than rigidly adhering to an outdated document. Furthermore, the methodology is deeply experiential, using a capstone project where participants build a complete strategic plan from analysis to implementation roadmap. This applied learning approach, combined with a focus on fostering a strategic culture, provides a holistic and actionable skill set that goes far beyond the academic treatment of strategy, empowering leaders to drive measurable and sustainable success.