Strategic Business Planning and Operational Excellence Implementation Training Course



08 - 12 Nov 2026

Amman

3800 € (Per Person)

Ref: #MA2337_202400

Course Introduction / Overview:

This comprehensive training course, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the essential knowledge and practical skills required for developing robust strategic business planning and implementing operational excellence initiatives. In today's dynamic global marketplace, organizations face unprecedented challenges, necessitating a clear strategic direction and highly efficient operations to achieve sustainable growth and competitive advantage. Drawing insights from leading academic thinkers such as Michael Porter, whose seminal work "Competitive Strategy" revolutionized our understanding of industry analysis and competitive forces, this course delves into frameworks for strategic formulation, execution, and continuous improvement. Participants will explore how to translate strategic vision into actionable plans, optimize business processes, and foster a culture of high performance. The curriculum integrates contemporary best practices in strategic management, performance management, and process optimization, ensuring that attendees can drive significant organizational value. This program emphasizes practical application through real-world case studies and interactive exercises, enabling participants to confidently lead strategic execution and operational efficiency projects within their organizations. The focus is on building capabilities for strategic leadership and achieving measurable business transformation.

Target Audience / This training course is suitable for:

- Senior Managers and Directors.
- Strategic Planners and Analysts.
- Operations Managers and Leaders.
- Business Development Managers.
- Project Managers and Program Managers.
- Process Improvement Specialists.
- Quality Assurance Professionals.
- Consultants specializing in strategy or operations.
- Department Heads and Team Leaders.
- Aspiring Leaders seeking to enhance strategic and operational capabilities.
- Executives involved in organizational change and transformation.
- Professionals responsible for performance management and efficiency.

Target Sectors and Industries:

- Manufacturing and Production.
- Service Industries (e.g., Hospitality, Healthcare, Financial Services).
- Technology and Telecommunications.
- Retail and E-commerce.
- Government Agencies and Equivalents.
- Energy and Utilities.
- Logistics and Supply Chain Management.
- Pharmaceuticals and Biotechnology.
- Construction and Engineering.
- Consulting and Professional Services.
- Non-profit Organizations.
- Education and Academia.

Target Organizations Departments:

- Strategic Planning Department.
- Operations Department.
- Business Development Department.
- Project Management Office (PMO).
- Quality Assurance and Continuous Improvement Department.
- Finance Department.
- Human Resources Department.
- Marketing Department.
- IT Department.
- Research and Development Department.
- Executive Leadership.

Course Offerings:

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

- Formulate comprehensive strategic business plans aligned with organizational vision.

- Analyze external and internal environments using advanced strategic planning frameworks.
- Develop clear strategic objectives and key performance indicators (KPIs) for effective measurement.
- Implement operational excellence methodologies to enhance efficiency and productivity.
- Optimize business processes through lean principles and process improvement techniques.
- Drive strategic execution and ensure organizational alignment across all levels.
- Lead change management initiatives to foster a culture of continuous improvement.
- Identify and mitigate risks associated with strategic implementation and operational changes.
- Utilize data-driven decision making for performance management and strategic adjustments.
- Foster innovation and competitive advantage through integrated strategic and operational approaches.
- Design and manage business transformation programs effectively.
- Evaluate organizational performance and implement corrective actions for sustained excellence.

Course Methodology:

This intensive training course employs a highly interactive and practical methodology, designed to facilitate deep learning and immediate applicability of strategic business planning and operational excellence concepts. BIG BEN Training Center believes in an experiential learning approach, integrating diverse techniques to cater to various learning styles. The program features engaging lectures and presentations that introduce core theories and frameworks, followed by extensive group discussions to explore real-world challenges and solutions. Participants will work through numerous case studies, analyzing complex business scenarios and developing strategic recommendations, which enhances their problem-solving and decision-making skills. Practical exercises and workshops will provide hands-on experience in applying strategic planning tools, process optimization techniques, and performance management systems. Role-playing simulations will allow participants to practice leading strategic execution and managing change initiatives in a safe environment. Continuous feedback is provided by the expert instructor and peers, fostering a collaborative learning atmosphere. The course also encourages participants to bring their own organizational challenges for discussion, ensuring that the learning is directly relevant to their professional contexts. This blend of theoretical knowledge and practical application ensures participants gain actionable insights for driving business transformation and achieving operational efficiency.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Business Planning

- Understanding Strategic Management and its Importance.
- Vision, Mission, and Values: The Core of Strategy.
- Environmental Analysis: PESTEL and Porter's Five Forces.
- Internal Analysis: Resources, Capabilities, and Core Competencies.
- SWOT Analysis and Strategic Issue Identification.
- Developing Strategic Objectives and Goals.
- Strategic Planning Frameworks and Models.

Unit Two: Strategic Formulation and Competitive Advantage

- Crafting Business-Level Strategies: Cost Leadership, Differentiation, Focus.
- Corporate-Level Strategies: Diversification, Integration, Internationalization.
- Competitive Strategy Development and Market Positioning.
- Innovation Strategy and Disruptive Technologies.
- Strategic Alliances and Partnerships.
- Resource Allocation and Strategic Investment Decisions.
- Ethical Considerations in Strategic Planning.

Unit Three: Introduction to Operational Excellence

- Defining Operational Excellence and its Principles.
- The Link Between Strategy and Operations.
- Key Pillars of Operational Excellence: Process, People, Technology.
- Lean Management Principles and Waste Reduction.
- Six Sigma Methodologies for Quality Improvement.
- Value Stream Mapping and Process Analysis.
- Performance Measurement and Key Performance Indicators (KPIs).

Unit Four: Implementing Operational Excellence

- Business Process Management (BPM) and Process Reengineering.
- Tools and Techniques for Process Optimization.
- Digital Transformation and Automation in Operations.
- Supply Chain Optimization and Logistics Excellence.
- Customer Experience (CX) and Service Operational Excellence.
- Risk Management in Operations.
- Building a Culture of Continuous Improvement.

Unit Five: Strategic Execution and Performance Management

- Translating Strategy into Action: The Balanced Scorecard.
- Strategic Execution Frameworks and Implementation Roadmaps.
- Change Management for Strategic and Operational Initiatives.
- Leadership in Driving Strategic Execution and Operational Excellence.
- Monitoring and Controlling Strategic Performance.
- Strategic Review and Adaptation.
- Sustaining Operational Excellence and Future Trends.

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 rapid technological advancement and unprecedented market volatility, how can organizations effectively balance the need for long-term strategic foresight with the imperative for agile operational excellence to achieve sustainable competitive advantage?

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

This Strategic Business Planning and Operational Excellence Implementation Training Course distinguishes itself through its integrated approach, seamlessly blending high-level strategic thinking with practical, ground-level operational execution. Unlike courses that focus solely on either strategy formulation or process improvement, this program provides a holistic perspective, demonstrating how a well-defined strategic business plan is inextricably linked to superior operational excellence. Participants gain not just theoretical knowledge but also actionable insights into translating strategic vision into measurable operational efficiency and tangible business transformation. The curriculum emphasizes real-world applicability, moving beyond abstract concepts to equip professionals with the methodologies for strategic execution, performance management, and continuous improvement. We delve into the nuances of fostering a culture of high performance and agility, crucial for navigating today's complex business landscape. The course uniquely addresses the challenges of organizational alignment and effective change management, ensuring that strategic initiatives are not only conceived brilliantly but also implemented flawlessly. This comprehensive blend empowers attendees to drive sustainable growth, enhance competitive advantage, and achieve significant value creation within their organizations, making it an indispensable investment for strategic leaders and operational managers alike.