Strategic Planning, Forecasting, and Decision-Making Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA5681_295562

Course Introduction / Overview:

This comprehensive training course is designed to equip professionals with the essential skills to navigate the complexities of the modern business environment by mastering the interconnected disciplines of strategic planning, forecasting, and decision making. In a world characterized by rapid change and uncertainty, the ability to create a robust strategy, anticipate future trends, and make sound, evidence-based decisions is paramount for organizational success. This program moves beyond theoretical concepts to provide a practical, hands-on framework for integrating these three critical functions. Drawing upon foundational principles from thought leaders like Michael Porter on competitive strategy and insights from behavioral economics, such as those detailed in Daniel Kahneman's "Thinking, Fast and Slow," participants will learn to identify and overcome common cognitive biases that can derail even the best-laid plans. BIG BEN Training Center has developed this course to empower leaders and managers to build resilient strategies, utilize a range of forecasting techniques, and apply structured models for effective decision making, ultimately driving sustainable growth and competitive advantage.

Target Audience / This training course is suitable for:

- Senior and Middle Managers.
- Team Leaders and Supervisors.
- Strategic Planners and Corporate Strategists.
- Business Analysts and Financial Analysts.
- Project Managers and Program Managers.
- Department Heads and Division Leaders.
- Entrepreneurs and Business Owners.
- Consultants and professionals involved in planning and decision-making processes.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Information Technology and Telecommunications.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy and Utilities.
- Governmental and Public Sector Organizations.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Finance and Accounting.
- Operations and Supply Chain Management.
- Marketing and Sales.
- Human Resources.
- Research and Development (R&D).
- Project Management Office (PMO).
- Information Technology (IT).

Course Offerings:

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

- Develop a comprehensive strategic plan using established frameworks like SWOT and PESTLE analysis.
- Apply various quantitative and qualitative forecasting techniques to predict market trends and business performance.
- Master structured decision-making models to evaluate complex choices under uncertainty.
- Integrate forecasting outputs directly into the strategic planning process for more dynamic and realistic plans.
- Identify and mitigate cognitive biases that commonly affect business judgment and decision making.
- Utilize scenario planning to prepare for multiple potential futures and build organizational resilience.
- Establish key performance indicators (KPIs) and a balanced scorecard to monitor strategic implementation.
- Lead change management initiatives to ensure successful execution of strategic plans.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and application-oriented, ensuring that participants not only learn the theory but can also apply it directly to their professional roles. We employ a blended learning approach that combines expert-led presentations with a variety of participatory activities. The course heavily features real-world case studies, allowing participants to analyze complex business situations and apply strategic frameworks in a controlled environment. Collaborative group exercises and workshops encourage peer-to-peer learning and the exchange of diverse perspectives. Interactive sessions, including simulations of decision-making scenarios, provide a dynamic platform for participants to practice their new skills and receive immediate, constructive feedback from experienced facilitators. The program emphasizes a practical, hands-on approach, where participants will work on developing components of a strategic plan, building a forecast, and running a decision analysis, ensuring the learning is both deep and durable.

Course Agenda (Course Units):

Unit One Foundations of Strategic Planning

- Introduction to Strategic Management and Thinking.
- Defining Organizational Vision, Mission, and Values.
- Conducting an Internal Analysis using the VRIO Framework.
- Conducting an External Environmental Scan using PESTLE Analysis.
- Mastering SWOT Analysis for Strategic Formulation.
- Understanding Porter's Five Forces for Competitive Analysis.
- Setting Strategic Goals and SMART Objectives.

Unit Two Business Forecasting Techniques

- Introduction to Forecasting and its Role in Planning.
- Qualitative Forecasting Methods like the Delphi Method and Market Research.
- Quantitative Forecasting using Time-Series Analysis (Moving Averages, Exponential Smoothing).
- Introduction to Causal Models and Regression Analysis.
- Technology and Demand Forecasting.
- Assessing Forecast Accuracy and Identifying Potential Errors.
- Communicating Forecasts Effectively to Stakeholders.

Unit Three The Art and Science of Decision Making

- The Rational Decision-Making Model and its Limitations.
- Understanding Bounded Rationality and Heuristics.
- Identifying and Overcoming Common Cognitive Biases in Business.
- Utilizing Decision Trees for Evaluating Choices with Uncertainty.
- Introduction to Game Theory for Competitive Decisions.
- Group Decision-Making Techniques and Avoiding Groupthink.
- Ethical Considerations in Corporate Decision Making.

Unit Four Integrating Strategy, Forecasting, and Decisions

- The Link Between Long-Term Strategy and Short-Term Forecasts.
- Developing Strategic Scenarios Based on Key Uncertainties.
- Risk Assessment and Management in Strategic Planning.
- Using Forecasts to Inform Budgeting and Resource Allocation.
- Aligning Operational Decisions with Strategic Objectives.
- Developing Contingency Plans for High-Impact Scenarios.
- Case Study Workshop on Integrated Planning and Decision Making.

Unit Five Implementation, Monitoring, and Strategic Agility

- Translating Strategy into Actionable Plans and Initiatives.
- The Balanced Scorecard for Performance Measurement.
- Developing and Tracking Key Performance Indicators (KPIs).
- Leading and Managing Strategic Change within the Organization.
- Creating a Culture of Continuous Improvement and Strategic Learning.
- Adapting Strategy in Response to Environmental Changes.
- Final Project Presentation on a Strategic Plan.

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 volatility, how can traditional strategic planning models evolve to incorporate real-time forecasting and agile decision-making without sacrificing long-term vision?

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

This training course distinguishes itself by holistically integrating the three distinct yet deeply interconnected pillars of strategy, forecasting, and decision making into a single, cohesive framework. Unlike other programs that often treat these subjects in isolation, this course emphasizes the critical synergies between them, teaching participants how to use forecasting as a dynamic input for strategy and how to ground strategic decisions in robust, data-informed predictions. Its core strength lies in its practical application and focus on the human element of decision making. We dedicate significant time to exploring the psychological aspects of strategy, including the identification and mitigation of cognitive biases that can undermine even the most sophisticated analytical models. The curriculum is built around interactive simulations and real-world case studies rather than abstract theory, ensuring that participants leave with tangible skills they can immediately apply. The focus is on building strategic agility and resilience, preparing leaders not just to plan, but to adapt and thrive in an unpredictable business landscape.