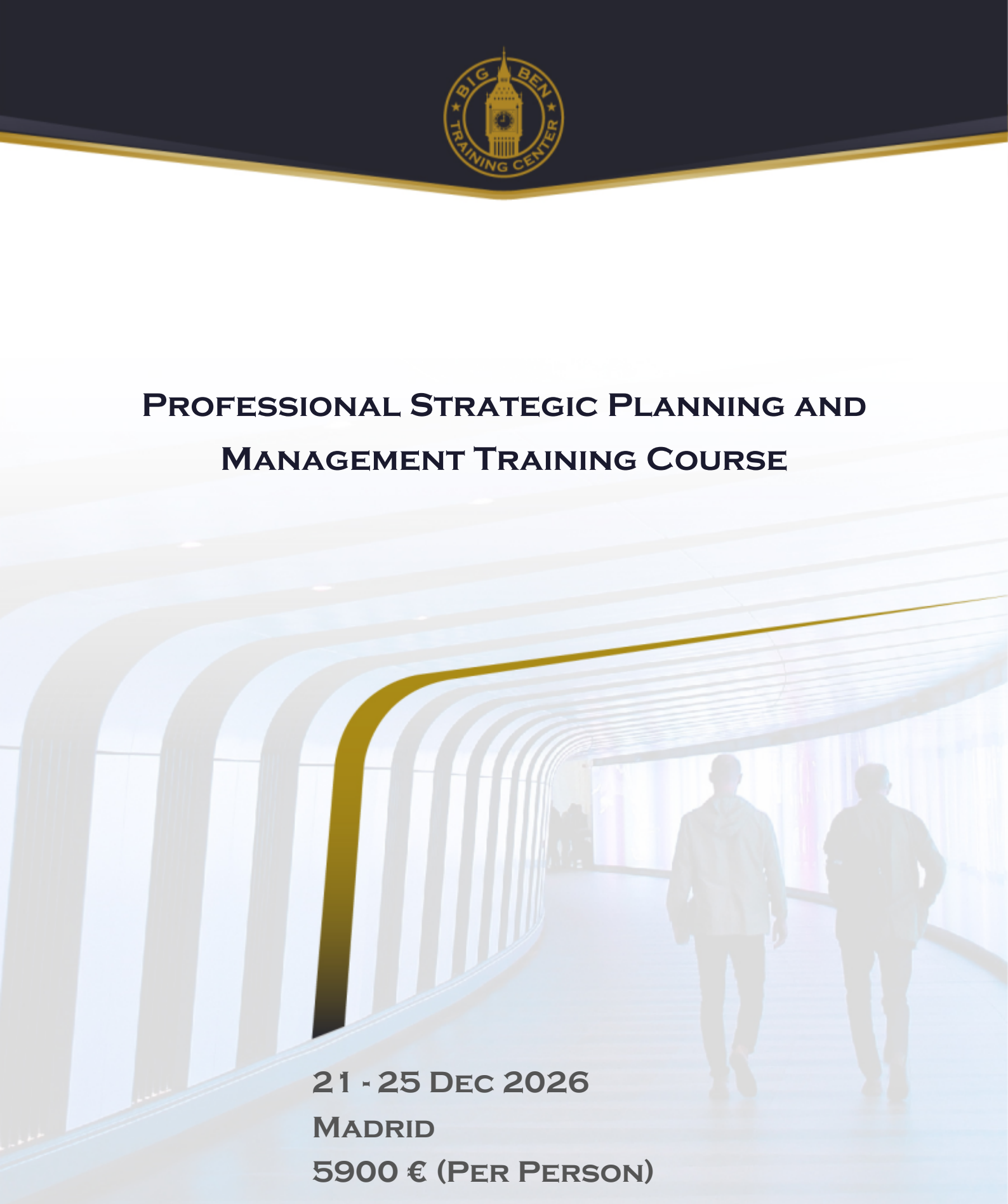
Professional Strategic Planning and Management Training Course



21 - 25 Dec 2026

Madrid

5900 € (Per Person)

Ref: #PLA1165_128001

Course Introduction / Overview:

In today's hyper-competitive and rapidly evolving business landscape, the ability to craft and execute a robust strategy is no longer a luxury but a fundamental necessity for survival and growth. This course provides a comprehensive, A-to-Z journey into the world of strategic planning and management, transforming participants from tactical thinkers into strategic architects. Drawing upon foundational concepts from acclaimed thinkers like Michael Porter, whose work on competitive strategy revolutionized the field, this program delves deep into the art and science of creating sustainable competitive advantage. Participants will explore core principles discussed in influential texts such as "Competitive Strategy: Techniques for Analyzing Industries and Competitors". This training, offered by BIG BEN Training Center, is meticulously designed to bridge the gap between theoretical knowledge and practical application. It equips professionals with the analytical tools, implementation frameworks, and leadership skills required to navigate complexity, anticipate market shifts, and steer their organizations toward long-term success and profitability. The curriculum is structured to build a holistic understanding, from environmental scanning and strategy formulation to flawless execution and performance evaluation, ensuring a tangible impact on organizational performance.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Senior Executives.
- Directors and Department Heads.
- Strategic Planning Managers and Analysts.
- Business Development Managers.
- Project and Program Managers.
- Financial Planners and Controllers.
- Entrepreneurs and Business Owners.
- Management Consultants.
- Team Leaders and Supervisors aspiring to leadership roles.

Target Sectors and Industries:

- Banking and Financial Services.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Oil and Gas.
- Retail and Consumer Goods.
- Real Estate and Construction.
- Governmental bodies and public sector organizations.
- Non-profit organizations.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive and actionable strategic plan from conception to completion.
- Conduct thorough internal and external environmental analyses using frameworks like SWOT, PESTLE, and Porter's Five Forces.
- Formulate clear and compelling vision statements, mission statements, and strategic objectives.
- Utilize tools like the Balanced Scorecard and OKRs to translate strategy into measurable actions.
- Align departmental goals and individual performance with the overarching corporate strategy.
- Master the principles of effective strategy execution and resource allocation.
- Lead change initiatives and foster a culture that embraces strategic thinking.
- Establish robust systems for monitoring, evaluating, and adapting strategic plans.
- Identify and mitigate risks associated with strategic initiatives.
- Communicate strategic plans effectively to stakeholders at all levels of the organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and application-oriented, ensuring that participants gain practical skills they can immediately apply in their professional roles. We move beyond traditional lectures to create a dynamic learning environment that fosters deep understanding and skill mastery. The course heavily relies on a blend of expert-led presentations, real-world case study analyses, and collaborative group exercises. Participants will work in teams to dissect complex business scenarios, formulate strategic responses, and present their findings, simulating the challenges of a real strategic planning committee. Interactive workshops and brainstorming sessions encourage the exchange of ideas and experiences among participants from diverse industries. Role-playing activities will be used to practice critical skills such as communicating strategic vision and managing resistance to change. Throughout the course, there will be a strong emphasis on continuous feedback from the instructor and peers, allowing for a reflective and iterative learning process. This hands-on, experiential approach ensures that theoretical concepts are firmly grounded in practical reality.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Management

- The evolution and importance of strategic planning.
- Differentiating between strategy, tactics, and operations.
- The comprehensive strategic management process model.
- Understanding vision, mission, and core values.
- Introduction to key strategic analysis frameworks.
- Conducting a thorough SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.
- Analyzing the macro-environment using PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis.

Unit Two: Strategic Analysis and Formulation

- Deep dive into industry analysis with Porter's Five Forces model.
- Conducting a comprehensive competitor analysis.
- Assessing internal resources and capabilities using the VRIO framework.
- Identifying sources of sustainable competitive advantage.
- Exploring generic business-level strategies: cost leadership, differentiation, and focus.
- Developing corporate-level strategies such as diversification and vertical integration.
- Crafting clear, measurable, and time-bound strategic goals and objectives.

Unit Three: Strategy Execution and Implementation

- The critical link between strategy formulation and implementation.
- Developing an effective strategy implementation plan.
- Utilizing the Balanced Scorecard for performance management and alignment.
- Setting and tracking Objectives and Key Results (OKRs).
- Aligning organizational structure and culture with strategy.
- Effective resource allocation and budgeting for strategic initiatives.
- Communicating the strategy effectively across the organization.

Unit Four: Strategic Leadership and Change Management

- The role of leadership in driving strategic success.
- Developing a strategic mindset and fostering a strategic culture.
- Leading and managing strategic change initiatives.
- Overcoming resistance to change within the organization.
- Stakeholder analysis and management in strategic planning.
- Ethical considerations and corporate social responsibility in strategy.
- Building agile and resilient organizations capable of strategic renewal.

Unit Five: Strategic Evaluation, Control, and Adaptation

- Establishing key performance indicators (KPIs) to track strategic progress.
- The process of strategic monitoring and performance evaluation.
- Conducting effective strategic review meetings.
- Techniques for measuring the effectiveness of a strategy.
- Identifying strategic gaps and implementing corrective actions.
- Scenario planning and contingency strategies for an uncertain future.
- Continuously adapting the strategy in a dynamic business environment.

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, is the traditional five-year strategic plan still relevant, or should organizations adopt a more agile, emergent approach to strategy?

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

This course distinguishes itself by offering a holistic and integrated perspective on strategic management, moving far beyond the mere teaching of analytical tools. While many programs focus heavily on the formulation phase, our curriculum dedicates significant attention to the often-neglected areas of execution, leadership, and adaptation. We emphasize that a brilliant strategy is worthless without the ability to implement it effectively. The course integrates practical frameworks like the Balanced Scorecard and OKRs not as isolated concepts, but as vital mechanisms for translating high-level vision into day-to-day operational reality. Furthermore, a unique feature is the dedicated unit on strategic leadership and change management, acknowledging that people are at the heart of any successful strategy. Participants learn not just how to analyze markets, but how to lead teams, manage resistance, and build a culture that embraces change and strategic thinking. The methodology, rich with real-world case studies and interactive simulations, ensures that learning is deeply contextualized and immediately applicable, empowering participants to become true strategic leaders who can drive sustainable results.