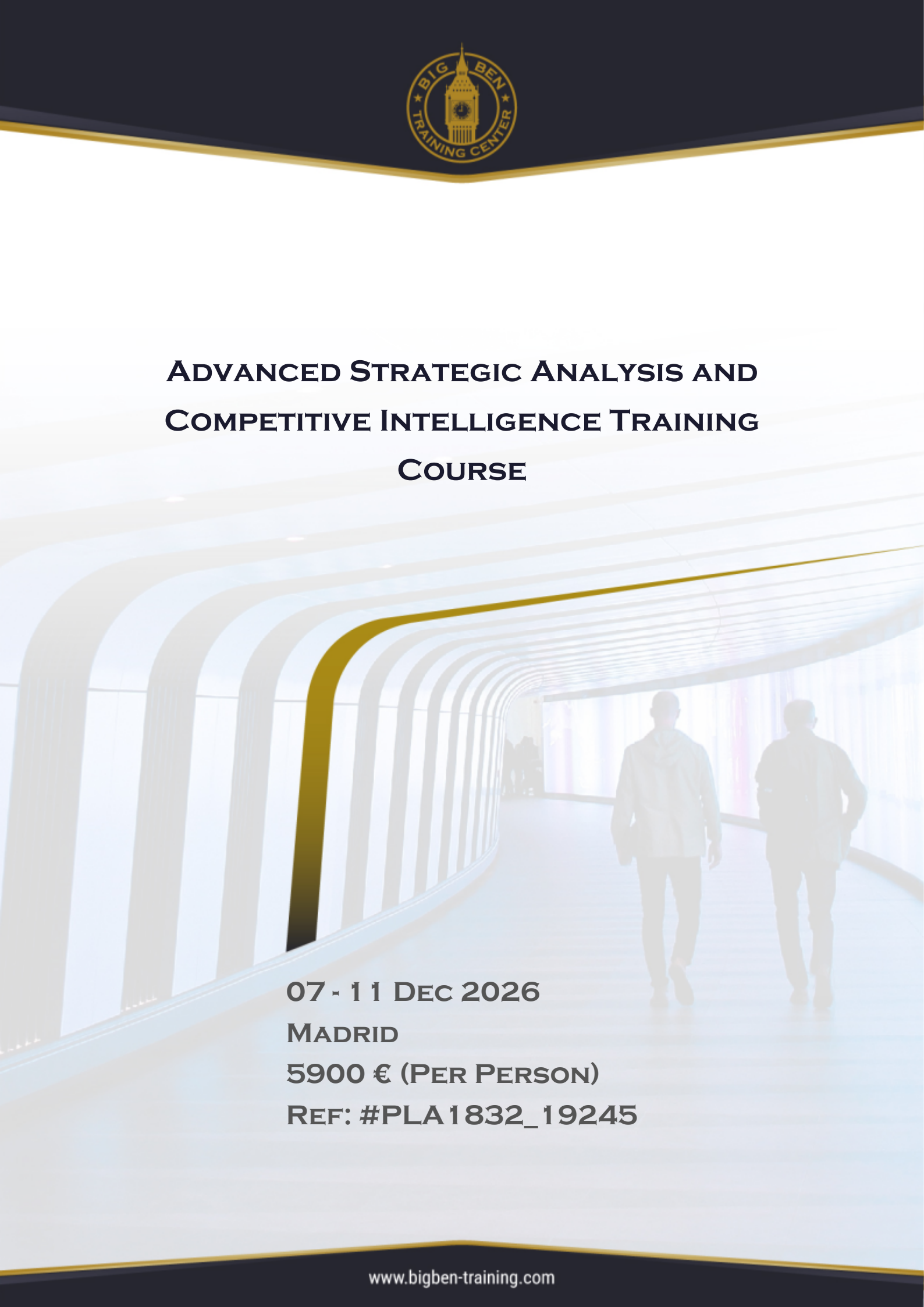
Advanced Strategic Analysis and Competitive Intelligence Training Course



07 - 11 Dec 2026

Madrid

5900 € (Per Person)

Ref: #PLA1832_19245

Course Introduction / Overview:

In today's hyper-competitive global market, the ability to anticipate market shifts, understand competitor actions, and formulate robust strategies is paramount for sustainable success. This course provides a comprehensive framework for mastering the intertwined disciplines of strategic analysis and competitive intelligence. Moving beyond basic theory, this program delves into the practical application of sophisticated analytical tools and intelligence-gathering techniques. Participants will learn to dissect complex business environments, identify emerging opportunities, and mitigate potential threats with precision. Drawing upon the foundational principles established by thought leaders like Michael E. Porter in his seminal work, "Competitive Strategy: Techniques for Analyzing Industries and Competitors," this training emphasizes a structured approach to transforming raw data into actionable strategic insights. At BIG BEN Training Center, we have designed this immersive experience to equip professionals with the foresight and analytical rigor needed to drive informed, data-driven decision-making, ensuring their organizations not only compete but lead in their respective industries. This course is the definitive guide for professionals seeking to build a formidable competitive advantage through superior strategy and intelligence.

Target Audience / This training course is suitable for:

- Strategic Planners and Analysts.
- Business Development Managers.
- Market Research Analysts.
- Competitive Intelligence Professionals.
- Product Managers and Marketing Managers.
- Corporate Strategy Consultants.
- C-Level Executives and Senior Management.
- Entrepreneurs and Business Owners.
- Project Managers involved in strategic initiatives.

Target Sectors and Industries:

- Technology and Telecommunications.
- Financial Services and Banking.
- Pharmaceuticals and Healthcare.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy and Utilities.
- Consulting Services.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Strategy and Corporate Planning.
- Marketing and Sales.
- Business Development.
- Research and Development (R&D).
- Product Management.
- Finance and Investment.
- Executive Management.
- Operations Management.

Course Offerings:

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

- Master foundational strategic analysis frameworks like SWOT, PESTLE, and VRIO.
- Apply Porter's Five Forces model to accurately assess industry structure and profitability.
- Conduct in-depth competitor profiling and benchmarking to identify strategic gaps.
- Implement a systematic competitive intelligence cycle from planning to dissemination.
- Utilize advanced analytical techniques to forecast market trends and competitor moves.
- Develop robust scenario plans to prepare for future uncertainties.
- Translate complex data and intelligence into clear, actionable strategic recommendations.
- Integrate competitive intelligence directly into the strategic planning process.
- Communicate strategic insights effectively to senior leadership and key stakeholders.
- Evaluate and select appropriate business intelligence tools for data analysis.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. Therefore, this course moves beyond traditional lectures to incorporate a rich blend of learning techniques. A significant portion of the program is dedicated to real-world case studies, allowing participants to analyze complex business situations and develop strategic solutions. Collaborative group exercises and workshops foster teamwork and encourage the exchange of diverse perspectives. Interactive sessions, facilitated by our expert instructors, provide a dynamic environment for discussions, Q&A, and knowledge sharing. Participants will engage in practical simulations of competitive scenarios, challenging them to make critical decisions under pressure. Continuous feedback is provided throughout the course, both from instructors and peers, to reinforce learning and guide skill development. This blended approach ensures a comprehensive understanding of strategic analysis and competitive intelligence, transforming participants into confident and capable strategists.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Analysis

- Introduction to Strategic Management and Thinking.
- The Role of Competitive Intelligence in Modern Business.
- Conducting a Comprehensive PESTLE Analysis.
- Mastering the SWOT Framework for Internal and External Assessment.
- Understanding the VRIO Framework for Resource-Based View.
- The Link Between Strategic Analysis and Corporate Objectives.
- Ethical Considerations and Legal Boundaries in Intelligence Gathering.

Unit Two: Industry and Competitor Analysis

- Deep Dive into Porter's Five Forces Model.
- Analyzing Industry Value Chains for Competitive Advantage.
- Techniques for Effective Competitor Profiling and Identification.
- Conducting Strategic Group Analysis to Map the Competitive Landscape.
- Benchmarking Performance Against Key Competitors.
- Understanding and Applying Game Theory in Competitive Strategy.
- Identifying Key Success Factors in an Industry.

Unit Three: Advanced Competitive Intelligence Techniques

- The Four-Step Competitive Intelligence Cycle.
- Primary and Secondary Sources for Intelligence Gathering.
- Utilizing Digital Tools for Online Data Collection and Monitoring.
- Human Intelligence (HUMINT) Techniques and Networking.
- Financial Statement Analysis for Competitor Insights.
- Win/Loss Analysis to Improve Sales and Strategy.
- Transforming Raw Data into Actionable Intelligence Reports.

Unit Four: Strategic Foresight and Future-Oriented Planning

- Introduction to Strategic Foresight and Horizon Scanning.
- Trend Analysis and Early Warning Systems.
- Developing and Analyzing Multiple Future Scenarios.
- Applying the Blue Ocean Strategy to Create Uncontested Market Space.
- War Gaming and Business Simulations for Strategy Testing.
- Assessing and Managing Strategic Risks.
- Building a Culture of Proactive and Forward-Thinking Strategy.

Unit Five: Synthesis, Strategy Formulation, and Implementation

- Integrating Analysis and Intelligence into a Cohesive Strategy.
- Developing a Strategic Plan and Actionable Roadmaps.
- Communicating Strategic Recommendations to Stakeholders.
- Key Performance Indicators (KPIs) for Tracking Strategic Success.
- Overcoming Barriers to Strategy Implementation.
- Case Study: Developing a Full Strategic Plan from Analysis to Execution.
- Final Project Presentations and Peer Feedback Session.

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 disruption and data overload, how can organizations balance the rigor of traditional strategic frameworks with the need for agile, real-time competitive intelligence?

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

This training course distinguishes itself by moving beyond a purely academic or tool-based approach to strategic analysis and competitive intelligence. While many programs focus on either the theoretical frameworks or the software used for data collection, our curriculum is uniquely designed to bridge the critical gap between them. We emphasize the cognitive skills required to synthesize complex information, recognize patterns, and derive actionable insights that drive real business decisions. The course is built around a practical, hands-on methodology, using current case studies and interactive simulations that mirror the challenges participants face in their own organizations. A key differentiator is our dedicated focus on strategic foresight and scenario planning, equipping professionals not just to react to the current competitive landscape but to proactively shape their organization's future. We cultivate a strategic mindset, teaching participants how to ask the right questions, challenge assumptions, and communicate their findings with influence to senior leadership. The program is less about learning a list of tools and more about mastering the art and science of strategic thinking in a competitive context.