# Strategic Management Office Design and Implementation Training Course

21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PLA3238_280839

## Course Introduction / Overview:

The gap between strategic planning and successful execution is a persistent challenge for many organizations. A Strategic Management Office (SMO) serves as the critical bridge, ensuring that high-level goals are translated into tangible results. This intensive training course provides a comprehensive roadmap for designing, implementing, and optimizing a high-impact SMO. Moving beyond theoretical concepts, this program, offered by BIG BEN Training Center, delves into the practical mechanics of building a robust governance framework, managing a strategic portfolio, and embedding a culture of performance. We will explore the foundational principles articulated by strategy experts like Robert S. Kaplan and David P. Norton in their influential work, "The Execution Premium," focusing on how to create a central nervous system for your organization's strategy. Participants will learn to define the SMO's mandate, structure its functions, and lead the change management process required for its success. This course is designed to empower leaders with the tools and frameworks needed to drive business transformation, align initiatives with corporate objectives, and ensure that strategic vision becomes operational reality, delivering sustainable value and a distinct competitive advantage.

## Target Audience / This training course is suitable for:

- Strategy Managers and Directors.
- Corporate Planners and Business Analysts.
- Project Management Office (PMO) Leaders and Staff.
- Business Transformation and Change Managers.
- Heads of Departments and Business Unit Leaders.
- Senior Executives and C-Suite Members.
- Performance Management Specialists.
- Internal Consultants and Business Partners.

## Target Sectors and Industries:

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

## Target Organizations Departments:

- Strategy and Corporate Planning.
- Project Management Office (PMO).
- Finance and Budgeting.
- Operations Management.
- Business Transformation and Change Management.
- Human Resources.
- Corporate Development.
- Information Technology.

## Course Offerings:

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

- Design a tailored SMO charter and mandate that aligns with organizational culture and strategic priorities.
- Develop a comprehensive governance framework to oversee strategy execution and decision-making.
- Master techniques for strategic portfolio management, including initiative prioritization and resource allocation.
- Implement effective performance management systems using tools like the Balanced Scorecard and OKRs.
- Conduct thorough stakeholder analysis and create a robust communication and engagement plan.
- Lead the change management process required for the successful adoption of the SMO.
- Differentiate the roles and responsibilities of an SMO versus a traditional PMO.
- Create a roadmap for maturing the SMO's capabilities over time to deliver increasing value.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning. This course moves beyond traditional lectures to foster a collaborative learning environment. Sessions will be a dynamic blend of expert-led instruction, in-depth analysis of real-world case studies, and hands-on workshops. Participants will engage in group exercises to draft an SMO charter, develop a stakeholder engagement map, and design a performance dashboard. Team-based activities encourage peer-to-peer learning and the sharing of diverse industry experiences. A significant portion of the course is dedicated to practical application, where participants will tackle realistic scenarios and develop solutions under the guidance of the instructor. Continuous feedback is a core component, with structured Q&A sessions and open discussions ensuring that all concepts are clearly understood. This hands-on, results-oriented approach guarantees that attendees leave not just with knowledge, but with the confidence and skills to build and lead a successful Strategic Management Office in their own organizations.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Management and the SMO

- The modern challenge of strategy execution.
- Defining the Strategic Management Office (SMO).
- Distinguishing between the SMO, PMO, and EPMO.
- The core functions and value proposition of an SMO.
- Assessing organizational readiness for an SMO.
- Aligning the SMO with corporate strategy and vision.
- Case studies of successful and unsuccessful SMO implementations.

### Unit Two: Designing the High-Impact SMO Framework

- Developing the SMO charter, vision, and mission.
- Defining the SMO's mandate and scope of authority.
- Structuring the SMO for optimal effectiveness.
- Identifying key roles, responsibilities, and competencies within the SMO.
- Conducting a comprehensive stakeholder analysis.
- Creating a stakeholder engagement and communication plan.
- Securing executive sponsorship and buy-in.

### Unit Three: Mastering Strategy Execution and Portfolio Management

- The process of cascading strategy from corporate to functional levels.
- Translating strategic objectives into a portfolio of initiatives.
- Techniques for prioritizing strategic projects and programs.
- Frameworks for effective resource allocation and capacity planning.
- Managing interdependencies across the strategic portfolio.
- Establishing the SMO's role in initiative lifecycle management.
- Balancing strategic initiatives with operational demands.

## Unit Four: Performance Management and Strategic Governance

- Designing a strategic performance management system.
- Developing meaningful Key Performance Indicators (KPIs).
- Implementing the Balanced Scorecard (BSC) framework.
- Utilizing Objectives and Key Results (OKRs) for alignment and focus.
- Establishing the cadence for strategy review meetings.
- The SMO's role in facilitating strategic conversations and decisions.
- Integrating strategic risk management into the governance process.

## Unit Five: Leading Change and Ensuring SMO Sustainability

- Applying change management principles to SMO implementation.
- Building a coalition of support for the SMO.
- Communicating the value and early wins of the SMO.
- Overcoming common obstacles and resistance to change.
- Developing an SMO maturity model and continuous improvement plan.
- Leveraging technology and tools to support SMO operations.
- The future of the SMO and its role in organizational agility.

# 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:

How can an SMO effectively balance the need for standardized governance with the demand for agility and rapid adaptation in a volatile business environment?

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

This course distinguishes itself by focusing intensely on the practical architecture and operationalization of a Strategic Management Office, rather than dwelling on abstract strategic theory. While other programs may discuss the 'what' and 'why' of an SMO, our curriculum is meticulously designed to equip participants with the 'how'. We provide a step-by-step, actionable blueprint for building an SMO from the ground up, covering everything from drafting the initial charter to designing mature governance processes. The content is enriched with a variety of frameworks, templates, and diagnostic tools that participants can immediately adapt for use within their own organizations. A key differentiator is our emphasis on the human element of strategy execution, with dedicated modules on stakeholder engagement and change management, recognizing that the success of an SMO is as much about people as it is about process. The learning is solidified through hands-on workshops and case studies that mirror the real-world complexities and political dynamics involved in establishing a central strategy function, ensuring participants leave with both the knowledge and the practical wisdom to drive meaningful and sustainable business transformation.