# Certified Strategy Professional (CSP) Preparation Training Course

26 - 30 Oct 2026

Amsterdam

5900 € (Per Person)

Ref: #PLA4283_128413

## Course Introduction / Overview:

This comprehensive course is designed to equip professionals with the essential knowledge and skills required to excel in the field of strategic management and successfully prepare for the Certified Strategy Professional (CSP) designation. The program delves deep into the core tenets of strategic thinking, planning, and execution, moving beyond theoretical frameworks to practical application. We will explore seminal concepts from leading thinkers like Michael E. Porter, whose work in "Competitive Strategy" revolutionized how businesses analyze their competitive landscape. Participants will learn to navigate the complexities of the modern business environment, mastering tools for rigorous analysis, innovative strategy formulation, and effective implementation. This training provides a structured pathway to understanding how to create and sustain a competitive advantage. At BIG BEN Training Center, we are committed to fostering a new generation of strategic leaders who can drive organizational success through clear vision, meticulous planning, and decisive action, ensuring that strategy is not just a document, but a dynamic force for growth and transformation.

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

- Strategy Managers and Directors.
- Corporate Planners and Business Analysts.
- Executives and Senior Management (CEOs, COOs, CFOs).
- Heads of Departments and Business Unit Leaders.
- Project and Program Managers involved in strategic initiatives.
- Consultants specializing in business strategy and management.
- Entrepreneurs and Business Owners.
- Professionals aspiring to achieve the Certified Strategy Professional (CSP) designation.

## Target Sectors and Industries:

- Banking and Financial Services.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy, Oil, and Gas.
- Governmental bodies and Public Sector organizations.
- Non-Profit and Non-Governmental Organizations.

## Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Executive Management and Leadership Offices.
- Finance and Accounting.
- Marketing and Sales.
- Operations and Production.
- Human Resources.
- Project Management Office (PMO).
- Business Intelligence and Analytics.

## Course Offerings:

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

- Master the fundamental principles and vocabulary of strategic management.
- Conduct comprehensive internal and external environmental analyses using tools like SWOT and PESTLE.
- Apply strategic frameworks such as Porter's Five Forces and the Balanced Scorecard.
- Formulate clear and compelling vision statements, mission statements, and strategic objectives.
- Develop robust and actionable strategic plans aligned with organizational goals.
- Translate strategic plans into operational tactics and initiatives.
- Lead the process of strategy implementation and manage organizational change effectively.
- Establish key performance indicators (KPIs) to monitor and evaluate strategic performance.
- Identify and mitigate risks associated with strategic initiatives.
- Cultivate a culture of strategic thinking and continuous improvement within their teams.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, 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 hands-on activities. A significant portion of the course is dedicated to analyzing real-world case studies from diverse industries, allowing participants to dissect complex strategic challenges and successful initiatives. Collaborative group discussions and teamwork exercises encourage peer-to-peer learning and the exchange of diverse perspectives. Participants will engage in practical workshops to build strategic plans, conduct competitive analyses, and develop implementation roadmaps. Role-playing scenarios will simulate strategic decision-making situations, providing a safe environment to practice new skills. Continuous feedback from our experienced instructors is a cornerstone of the methodology, ensuring personalized guidance and a deep understanding of the course material. This immersive learning environment guarantees a transformative educational experience.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Management and Thinking

- Introduction to the concept of strategy.
- The evolution of strategic management.
- Differentiating between strategic thinking, strategic planning, and operational planning.
- The role and responsibilities of a Strategy Professional.
- Understanding the strategic management process from formulation to evaluation.
- Exploring different levels of strategy: corporate, business, and functional.
- Key terminology and concepts for the CSP examination.

### Unit Two: Strategic Analysis and Environmental Scanning

- Conducting a comprehensive internal analysis (Strengths and Weaknesses).
- Utilizing frameworks like VRIO and the Value Chain.
- Performing a thorough external analysis (Opportunities and Threats).
- Applying PESTLE analysis for macro-environmental factors.
- Mastering Porter's Five Forces model for industry analysis.
- Techniques for competitor analysis and intelligence gathering.
- Synthesizing findings into a cohesive SWOT analysis.

### Unit Three: Strategy Formulation and Development

- Defining organizational vision, mission, and core values.
- Setting SMART strategic goals and objectives.
- Exploring generic competitive strategies: cost leadership, differentiation, and focus.
- Introduction to corporate-level strategies: growth, stability, and retrenchment.
- Utilizing the Ansoff Matrix for growth strategy development.
- Understanding Blue Ocean Strategy for creating uncontested market space.
- Developing and selecting the most viable strategic alternatives.

## Unit Four: Strategy Implementation and Execution

- Translating strategic plans into actionable operational plans.
- The importance of aligning organizational structure with strategy.
- Resource allocation and budgeting for strategic initiatives.
- Managing organizational change to support strategy execution.
- Developing effective communication plans for stakeholders.
- The role of leadership in driving strategy implementation.
- Building a culture that supports strategic goals.

## Unit Five: Performance Measurement, Governance, and Leadership

- Developing Key Performance Indicators (KPIs) and metrics.
- Implementing the Balanced Scorecard for performance management.
- Monitoring progress and evaluating strategic outcomes.
- Strategic risk management and contingency planning.
- The principles of corporate governance in strategy.
- The role of the strategic leader in navigating complexity and ambiguity.
- Review of key concepts and preparation for the CSP certification exam.

# 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, how can a rigidly defined five-year strategic plan remain relevant and agile?

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

This course distinguishes itself by focusing intensely on the practical application and execution of strategy, a critical area where many organizations falter. While other programs may remain heavily theoretical, our curriculum is built around a "think, plan, do, review" cycle that mirrors real-world strategic management. We move beyond simply teaching frameworks like SWOT or the Balanced Scorecard; we immerse participants in complex case studies and simulations that challenge them to apply these tools to solve tangible business problems. The curriculum is meticulously aligned with the body of knowledge required for the Certified Strategy Professional (CSP) designation, making it a direct and effective preparation path. Furthermore, the course emphasizes the development of strategic leadership and communication skills, recognizing that a brilliant strategy is ineffective if it cannot be successfully implemented through people. Our approach is not just about creating strategists, but about cultivating strategic leaders who can navigate ambiguity, drive change, and deliver measurable results, providing a depth of practical insight that is rare in conventional training programs.