Advanced Strategic Planning and Flawless Execution Training Course

07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PLA4587_256971

Course Introduction / Overview:

This intensive training course is designed to transform your understanding of strategic management, moving beyond theoretical concepts to master the art and science of flawless execution. In today's volatile business environment, a brilliant strategy is worthless without the capacity for effective implementation. This program, offered by BIG BEN Training Center, provides a comprehensive roadmap for developing, communicating, and executing robust strategies that deliver tangible results and a sustainable competitive advantage. We will delve into the seminal works of strategic thinkers like Robert S. Kaplan and David P. Norton, exploring the powerful frameworks detailed in their book, "The Execution Premium". Participants will learn to navigate the complexities of strategic alignment, performance management, and organizational change. This course is not just about creating a plan; it is about building a culture of execution excellence, ensuring that every strategic initiative is translated into successful outcomes, driving organizational growth and resilience in the face of market uncertainty.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Board Members.
- Vice Presidents and Directors.
- Heads of Strategic Planning and Corporate Development.
- Senior and Mid-level Managers.
- Business Unit Leaders and Department Heads.
- Project and Program Managers.
- Business Consultants and Analysts.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

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

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive strategic plan using advanced analytical tools and frameworks.
- Translate high-level strategic goals into concrete, actionable operational plans.
- Master the implementation of performance management systems like the Balanced Scorecard and OKRs.
- Lead and manage organizational change effectively to support strategy execution.
- Foster a culture of accountability and execution excellence across all departments.
- Conduct sophisticated competitive analysis and environmental scanning.
- Align departmental objectives and individual goals with the overall corporate strategy.
- Develop robust risk mitigation strategies for strategic initiatives.
- Communicate the strategic vision compellingly to all stakeholders.
- Utilize data-driven insights to monitor progress and adapt strategy in real-time.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and results-oriented. We believe that deep learning in strategic management occurs through application, not just passive listening. This course utilizes a blended approach that includes expert-led presentations on core concepts, advanced frameworks, and cutting-edge best practices. These sessions are complemented by a series of practical, hands-on activities, including in-depth case study analyses of real-world business successes and failures. Participants will engage in dynamic group discussions, collaborative problem-solving workshops, and strategy simulation exercises that challenge them to apply their learning to complex scenarios. A significant emphasis is placed on peer-to-peer learning and feedback, allowing participants to gain diverse perspectives. The facilitator will guide participants in developing a draft strategic execution plan for their own organizations, ensuring the skills acquired are immediately transferable and applicable to their professional challenges.

Course Agenda (Course Units):

Unit One: Foundations of Modern Strategic Planning

- The evolution of strategic management and thinking.
- Defining a compelling vision, mission, and core values.
- Conducting a comprehensive SWOT and TOWS analysis.
- Environmental scanning with PESTLE and Porter's Five Forces.
- Understanding internal capabilities with the VRIO framework.
- Identifying and analyzing key stakeholders.
- Setting SMART objectives and long-term goals.

Unit Two: Advanced Frameworks for Strategy Formulation

- Exploring Blue Ocean Strategy to create uncontested market space.
- Applying the Ansoff Matrix for growth strategy development.
- Developing competitive advantage through differentiation and cost leadership.
- Utilizing scenario planning to prepare for an uncertain future.
- Crafting a value proposition with the Business Model Canvas.
- Integrating digital transformation into corporate strategy.
- Formulating a cohesive and resilient business strategy.

Unit Three: Bridging Strategy to Execution with Precision

- The critical gap between strategy formulation and implementation.
- Introduction to the Balanced Scorecard (BSC) for strategic alignment.
- Developing strategy maps to visualize cause-and-effect relationships.
- Setting and cascading Objectives and Key Results (OKRs).
- Applying the Hoshin Kanri method for policy deployment.
- Allocating resources effectively to support strategic initiatives.
- Creating a detailed action plan with clear timelines and responsibilities.

Unit Four: Leadership and Culture in Strategy Execution

- The role of leadership in driving strategic change.
- Communicating the strategy effectively across the organization.
- Building a culture that supports execution and accountability.
- Leading and navigating organizational change management.
- Overcoming resistance to new strategic directions.
- Empowering teams and fostering cross-functional collaboration.
- Developing strategic leadership competencies at all levels.

Unit Five: Measuring, Adapting, and Sustaining Strategic Success

- Designing effective Key Performance Indicators (KPIs) and metrics.
- Establishing a rhythm of strategic review meetings.
- Analyzing performance data to make informed decisions.
- Implementing agile principles for adaptive strategy execution.
- Managing strategic risks and developing contingency plans.
- Ensuring continuous improvement and organizational learning.
- Sustaining momentum and embedding strategy into daily operations.

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 obsolete, and how can organizations balance long-term vision with short-term agility?

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

This course distinguishes itself by focusing intensely on the often-neglected bridge between strategic planning and successful execution. While many programs cover strategy formulation in depth, this training dedicates significant time to the practical frameworks and leadership skills required to bring a strategy to life. We move beyond purely theoretical discussions by integrating proven methodologies like the Balanced Scorecard and OKRs with the critical human elements of change management and corporate culture. The curriculum is uniquely structured to provide a holistic view, ensuring participants understand how to align people, processes, and resources toward a common vision. Rather than just presenting tools, we immerse participants in simulations and case studies that mirror real-world challenges, forcing them to make decisions and see the consequences. This emphasis on experiential learning and the direct application of concepts to the participant's own organizational context ensures a higher level of mastery and immediate, tangible value upon returning to the workplace.