Strategic and Operational Planning Alignment Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #PLA5073_281053

Course Introduction / Overview:

This course provides a comprehensive framework for bridging the critical gap between high-level strategic intent and day-to-day operational execution. Many organizations struggle with strategy implementation because their operational activities are disconnected from their overarching goals. This program directly addresses that challenge by equipping participants with the tools and techniques to create a seamless link from vision to action. Drawing on seminal concepts from strategic management, including the work of Robert S. Kaplan and David P. Norton, authors of "The Execution Premium: Linking Strategy to Operations for Competitive Advantage", this course moves beyond theory. It focuses on the practical application of frameworks like the Balanced Scorecard and Hoshin Kanri to ensure that every department, team, and individual understands their role in achieving corporate objectives. BIG BEN Training Center has designed this immersive experience to empower leaders to translate ambitious strategies into tangible, measurable, and successful operational realities, fostering a culture of alignment and performance excellence throughout the organization. Participants will leave with a clear roadmap for developing, implementing, and monitoring operational plans that drive strategic success.

Target Audience / This training course is suitable for:

- Mid-level to senior managers.
- Heads of departments and business units.
- Strategy and corporate planning professionals.
- Operations managers and team leaders.
- Project and program managers.
- Business analysts and process improvement specialists.
- Executives involved in strategy execution.

Target Sectors and Industries:

- Banking and financial services.
- Healthcare and pharmaceuticals.
- Manufacturing and engineering.
- Information technology and telecommunications.
- Retail and consumer goods.
- Logistics and supply chain management.
- Government agencies and public sector organizations.
- Energy and utilities.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Operations and Production.
- Project Management Office (PMO).
- Finance and Budgeting.
- Human Resources.
- Marketing and Sales.
- Quality Assurance and Control.
- Information Technology.

Course Offerings:

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

- Translate high-level strategic goals into specific, measurable operational objectives.
- Develop a robust framework for cascading strategy throughout the organization.
- Master the use of tools like the Balanced Scorecard and strategy maps.
- Create detailed and actionable operational plans with clear timelines and resource allocation.
- Design effective Key Performance Indicators (KPIs) to monitor progress and performance.
- Align departmental and team activities with overarching corporate priorities.
- Implement effective monitoring and control systems for strategy execution.
- Lead change initiatives to foster a culture of strategic alignment.
- Improve cross-functional communication and collaboration for better execution.
- Conduct strategic review meetings to adapt plans and ensure continuous improvement.

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 the workplace. This course moves beyond traditional lectures, employing a blended approach that includes expert-led presentations, real-world case study analysis, and collaborative group workshops. Participants will work in teams on practical exercises, such as developing strategy maps, creating a Balanced Scorecard for a sample organization, and drafting an operational plan. These activities are designed to simulate real business challenges and foster problem-solving skills. Interactive sessions, facilitated discussions, and peer-to-peer feedback are integral components, allowing for the exchange of diverse perspectives and experiences. Each module concludes with an action planning session, where participants will draft a plan to implement key takeaways within their own roles and organizations. This focus on practical application ensures a tangible return on investment and empowers attendees to become effective agents of strategic change.

Course Agenda (Course Units):

Unit One: Foundations of Strategic and Operational Alignment

- The strategic management process overview.
- Defining the gap between strategy and operations.
- The importance of vertical and horizontal alignment.
- Key frameworks for strategic planning.
- Introduction to the Balanced Scorecard concept.
- Understanding the role of vision, mission, and values.
- Identifying critical success factors for your organization.

Unit Two: Translating Strategy into Measurable Objectives

- The art of cascading goals from corporate to individual levels.
- Developing effective Key Performance Indicators (KPIs).
- Introduction to Objectives and Key Results (OKRs).
- Creating strategy maps to visualize cause-and-effect relationships.
- Setting meaningful targets and benchmarks.
- Aligning financial and non-financial performance measures.
- Workshop on drafting departmental objectives.

Unit Three: Crafting Actionable Operational Plans

- Components of a comprehensive operational plan.
- Techniques for resource allocation and capacity planning.
- Integrating budgeting with strategic and operational planning.
- Project management principles for strategic initiatives.
- Risk assessment and mitigation in operational planning.
- Defining roles, responsibilities, and accountabilities.
- Developing communication plans to support execution.

Unit Four: Execution, Monitoring, and Performance Management

- Establishing a rhythm for strategic and operational reviews.
- Designing effective performance dashboards and reports.
- Conducting productive strategy review meetings.
- Techniques for providing constructive feedback.
- Managing performance deviations and implementing corrective actions.
- Leveraging technology for monitoring and reporting.
- Case studies of successful strategy execution.

Unit Five: Leading a Culture of Alignment and Continuous Improvement

- The leader's role in driving strategic alignment.
- Principles of change management for strategy implementation.
- Fostering cross-functional collaboration and breaking down silos.
- Communicating strategy effectively across all organizational levels.
- Building a culture of accountability and ownership.
- Introduction to Hoshin Kanri for policy deployment.
- Developing a personal action plan for leading alignment.

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 organization maintain strategic agility and adapt its operational plans in a volatile, uncertain, complex, and ambiguous (VUCA) world without losing sight of its long-term vision?

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

This course distinguishes itself by focusing intensely on the practical "how-to" of connecting strategy with execution, a common failure point for many organizations. While other programs may cover strategic frameworks in theory, this training dedicates significant time to hands-on workshops where participants actively build strategy maps, design KPIs, and structure operational plans. It moves beyond a singular focus on financial metrics to embrace a holistic view, integrating the customer, internal process, and learning and growth perspectives as championed by the Balanced Scorecard. Furthermore, the curriculum places a strong emphasis on the human element of strategy execution, with dedicated modules on leadership, change management, and communication. This ensures participants are equipped not only with technical planning tools but also with the soft skills necessary to lead teams, manage resistance, and foster a culture where every employee is aligned and engaged with the organization's strategic direction. The course provides a complete toolkit for turning strategic ambition into operational reality.