# Advanced Strategic Planning and Execution Training Course



26 - 30 Oct 2026

Amsterdam

5900 € (Per Person)

Ref: #PLA6407_126469

## Course Introduction / Overview:

This intensive training course provides a comprehensive framework for mastering the critical link between strategic planning and successful execution. In today's volatile business environment, a brilliant strategy is worthless without the discipline and methodology to implement it effectively. This program moves beyond traditional planning models to address the real-world challenges of translating vision into tangible results. Drawing on seminal works like "Execution: The Discipline of Getting Things Done" by Larry Bossidy and the foundational concepts of strategic thinkers such as Michael Porter, participants will explore a holistic A-to-Z process. We will delve into advanced analytical tools, robust execution frameworks like the Balanced Scorecard and OKRs, and the crucial leadership behaviors that drive strategic initiatives forward. BIG BEN Training Center has designed this course to equip leaders with the skills for strategic foresight, organizational alignment, and fostering a culture of accountability. Participants will leave not just with a plan, but with a clear roadmap for action, performance management, and sustained competitive advantage, ensuring their strategic goals are not just documented, but decisively achieved.

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

- Chief Executive Officers (CEOs) and Senior Executives.
- Vice Presidents and Directors.
- Heads of Departments and Business Unit Managers.
- Strategy and Corporate Planning Managers.
- Project and Program Managers.
- Senior Business Analysts and Consultants.
- Entrepreneurs and Business Owners.

## Target Sectors and Industries:

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

## Target Organizations Departments:

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

## Course Offerings:

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

- Develop a comprehensive strategic plan using advanced analytical frameworks.
- Translate high-level strategic goals into actionable operational plans.
- Master the implementation of the Balanced Scorecard and OKR systems.
- Effectively communicate the strategic vision across all organizational levels.
- Lead and manage the change associated with strategic shifts.
- Align departmental objectives and individual goals with the corporate strategy.
- Establish robust Key Performance Indicators (KPIs) to monitor execution progress.
- Identify and mitigate risks that could derail strategic initiatives.
- Foster a culture of accountability and continuous improvement.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's professional context. We believe that adult learning is most effective when it combines conceptual knowledge with practical application. This course moves beyond traditional lectures to create a dynamic learning environment. Sessions will be built around a blend of expert instruction, real-world case studies of successful and failed strategy executions, and intensive group discussions. Participants will engage in hands-on workshops to practice using strategic tools and frameworks on sample business problems. Team-based exercises and simulations will challenge attendees to collaborate on developing and presenting strategic plans, fostering peer-to-peer learning and diverse perspectives. A significant emphasis is placed on action planning, where participants will be guided to reflect on their own organization's strategic challenges and draft initial plans for implementation. Continuous feedback from the instructor and peers is a core component, ensuring that learning is reinforced and that participants leave with tangible skills and confidence to drive strategic execution in their workplace.

## Course Agenda (Course Units):

### Unit One: Foundations of Modern Strategic Thinking

- The evolution of strategic management.
- Distinguishing between strategic thinking, planning, and execution.
- Conducting a comprehensive internal and external environmental analysis.
- Mastering SWOT Analysis for actionable insights.
- Applying the PESTLE framework to understand macro-environmental forces.
- Utilizing Porter's Five Forces to analyze industry competition.
- Defining a compelling organizational vision, mission, and core values.

## Unit Two: Advanced Strategy Formulation and Vision Crafting

- Developing a sustainable competitive advantage.
- Exploring generic strategies: cost leadership, differentiation, and focus.
- Introduction to Blue Ocean Strategy for creating uncontested market space.
- Techniques for strategic foresight and scenario planning.
- Building a robust business model canvas.
- Setting long-term strategic goals and objectives.
- Conducting stakeholder analysis and management.

## Unit Three: Translating Strategy into Actionable Plans

- The critical gap between strategy formulation and execution.
- Introduction to strategy mapping for visualizing the strategic plan.
- Developing and implementing the Balanced Scorecard (BSC).
- Understanding the four perspectives of the BSC: Financial, Customer, Internal Process, and Learning & Growth.
- The principles of Hoshin Kanri for policy deployment and alignment.
- Cascading strategic objectives down through the organization.
- Defining strategic initiatives and high-impact projects.

## Unit Four: Driving Execution and Performance Management

- The framework of Objectives and Key Results (OKRs) for agile execution.
- Writing effective OKRs that inspire and drive performance.
- Developing meaningful Key Performance Indicators (KPIs) to track progress.
- Creating performance dashboards for strategic monitoring.
- Effective resource allocation and strategic budgeting.
- Managing a portfolio of strategic initiatives.
- Establishing a rhythm of regular strategy review meetings.

### Unit Five: Leading Strategic Change and Sustaining Momentum

- The leader's role in driving strategy execution.
- Communicating the strategy to inspire and engage employees.
- Applying change management models to overcome resistance.
- Building a culture of accountability and execution excellence.
- Fostering strategic agility and adaptability in a dynamic environment.
- Learning from execution failures and making course corrections.
- Creating a continuous cycle of strategic review, learning, and renewal.

## 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 holistically integrating the entire strategic lifecycle, from initial analysis and formulation to deep-rooted execution and adaptation. While many programs focus heavily on the theoretical aspects of planning, this training course dedicates significant attention to the practical discipline of "getting things done." It bridges the notorious gap between a documented strategy and its real-world implementation by equipping participants with a dual toolkit of classic and contemporary frameworks. We move beyond a simple overview of tools like SWOT analysis to explore the nuances of their application, while also providing in-depth, practical guidance on modern execution systems like the Balanced Scorecard and OKRs. A core differentiator is the profound emphasis on the human element of strategy, focusing on the leadership skills, communication techniques, and change management principles essential for mobilizing an organization. Rather than just presenting concepts, the course for

es participants to grapple with complex case studies and apply their learning through interactive simulations, ensuring they leave not as passive observers of strategy, but as confident architects of its success.