Data-Driven Strategic Planning and Analysis Training Course



21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #PLA6428_126411

Course Introduction / Overview:

In today's hyper-competitive business landscape, traditional strategic planning is no longer sufficient. The ability to harness data and employ advanced analytical tools has become the cornerstone of sustainable success and market leadership. This intensive training course is meticulously designed to bridge the gap between classic strategic frameworks and modern data-driven methodologies. It moves beyond theoretical concepts to provide a practical, hands-on approach to strategic analysis and decision-making. Participants will explore how to transform raw data into actionable intelligence, a concept deeply explored in works like "Competing on Analytics" by Thomas H. Davenport. We will also revisit foundational principles from strategists like Michael Porter to understand how data amplifies the power of established models. BIG BEN Training Center has developed this program to empower professionals to navigate complexity with confidence, enabling them to build robust, agile, and forward-looking strategies. This course equips you with the analytical prowess to not only react to market changes but to anticipate and shape them, ensuring your organization maintains a decisive competitive edge.

Target Audience / This training course is suitable for:

- Strategic Planners and Corporate Strategists.
- Business Analysts and Intelligence Professionals.
- Senior Managers and Department Heads.
- C-Level Executives (CEOs, CFOs, COOs).
- Market Research and Competitive Intelligence Analysts.
- Project and Program Managers.
- Product Development Managers.
- Finance and Investment Analysts.

Target Sectors and Industries:

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

Target Organizations Departments:

- Strategy and Corporate Planning.
- Business Intelligence and Data Analytics.
- Finance and Accounting.
- Marketing and Sales.
- Operations and Supply Chain Management.
- Research and Development (R&D).
- Executive Management.
- Project Management Office (PMO).

Course Offerings:

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

- Master a range of strategic analysis frameworks, from SWOT to Porter's Five Forces.
- Apply quantitative and qualitative data analysis techniques to strategic challenges.
- Develop predictive models to forecast market trends and business performance.
- Construct comprehensive scenarios for strategic foresight and risk management.
- Utilize data visualization to communicate complex strategic insights effectively.
- Formulate and evaluate strategic options based on robust analytical evidence.
- Design key performance indicators (KPIs) that align with strategic objectives.
- Translate strategic plans into actionable and measurable operational initiatives.
- Conduct in-depth competitive intelligence analysis to identify opportunities and threats.
- Enhance strategic decision-making capabilities under uncertainty.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, engaging, and highly practical. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. This course utilizes a blended approach, featuring expert-led presentations, interactive group discussions, and collaborative workshops. A significant portion of the training is dedicated to real-world case studies, allowing participants to analyze complex business scenarios and apply advanced analytical tools in a controlled environment. Participants will work in teams on practical exercises, simulating strategic planning cycles and fostering peer-to-peer learning and feedback. The sessions are designed to be dynamic, encouraging questions and active participation to solve challenges collectively. Our approach emphasizes experiential learning, ensuring that participants not only understand the concepts but can also confidently apply them to their own organizational context immediately upon returning to the workplace. The focus is on building practical skills and strategic thinking capabilities, not just on passive listening.

Course Agenda (Course Units):

Unit One: Foundations of Data-Driven Strategic Planning

- Introduction to Strategic Management in the Digital Age.
- The Evolution from Intuition-Based to Data-Informed Strategy.
- Understanding the Strategic Planning Cycle and Process.
- Core Analytical Frameworks: SWOT and PESTLE Analysis Revisited.
- Integrating Data Sources for a Comprehensive Situational Analysis.
- Defining a Clear Strategic Vision, Mission, and Core Values.
- Setting SMART Objectives and Key Results (OKRs).

Unit Two: Advanced Competitive and Environmental Analysis

- Deep Dive into Porter's Five Forces for Industry Analysis.
- Conducting Value Chain and Resource-Based View (RBV) Analysis.
- Techniques for Effective Competitor Profiling and Intelligence Gathering.
- Introduction to Blue Ocean Strategy and Value Innovation.
- Mapping Strategic Groups and Identifying Market Gaps.
- Analyzing Macro-Environmental Trends and Their Strategic Impact.
- Leveraging Technology for Real-Time Market Scanning.

Unit Three: Quantitative Analysis and Forecasting for Strategy

- Fundamentals of Statistical Analysis for Strategic Planners.
- Introduction to Predictive Analytics and its Role in Strategy.
- Business Forecasting Techniques: Time Series and Regression Analysis.
- Using Decision Trees for Evaluating Strategic Alternatives.
- Financial Modeling for Strategic Investment Decisions.
- Customer and Market Segmentation using Data Analytics.
- Measuring and Analyzing Business Performance with Key Metrics.

Unit Four: Strategic Foresight and Scenario Planning

- Introduction to Strategic Foresight and Future-Thinking.
- The Process of Building Robust and Plausible Scenarios.
- Identifying Driving Forces and Critical Uncertainties.
- Risk Assessment and Mitigation in Strategic Planning.
- Developing Contingency Plans and Strategic Options.
- War Gaming and Business Simulations for Strategy Testing.
- Communicating Scenarios to Senior Leadership and Stakeholders.

Unit Five: Strategy Implementation, Monitoring, and Execution

- Translating Strategy into Actionable Operational Plans.
- The Balanced Scorecard (BSC) for Performance Management.
- Developing and Tracking Key Performance Indicators (KPIs).
- Data Visualization and Dashboarding for Strategic Reporting.
- Managing Change and Overcoming Resistance to New Strategies.
- Agile Approaches to Strategy Execution and Adaptation.
- Capstone Project: Developing a Data-Driven Strategic Plan for a Case Study.

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 rapid technological disruption and data overload, how can strategic planners balance long-term vision with the need for agile, data-informed adjustments without falling into a cycle of purely reactive decision-making?

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

This training course distinguishes itself by focusing on the critical intersection of strategic thinking and data science, a synthesis often overlooked in programs that treat these as separate disciplines. Unlike courses that concentrate solely on either classic strategic frameworks or technical data tools, this program integrates them into a cohesive decision-making process. We emphasize the 'so what' of data analysis, training participants not just to generate numbers but to derive profound strategic insights and narratives from them. The curriculum moves beyond standard models like SWOT to explore advanced, forward-looking techniques such as predictive analytics, strategic foresight, and scenario planning, equipping leaders to be proactive architects of their future rather than reactive observers of market shifts. The methodology is deeply rooted in practical application, using extensive case studies and simulations that mirror real-world complexities. This ensures that participants develop the critical judgment and analytical acumen required to navigate uncertainty and lead their organizations with a clear, data-substantiated vision.