Strategic Alignment with Vision 2030 for Organizations Training Course

21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PLA6919_280815

Course Introduction / Overview:

This intensive training course is designed to provide a comprehensive roadmap for organizations seeking to align their strategic objectives with the ambitious goals of Saudi Arabia's Vision 2030. In an era of unprecedented national transformation, understanding and integrating this vision is no longer optional but essential for sustainable growth and competitive advantage. The program delves into the core pillars of Vision 2030—a Vibrant Society, a Thriving Economy, and an Ambitious Nation—translating these high-level aspirations into actionable corporate strategies. Participants will explore practical frameworks for strategic planning, execution, and performance management tailored to the unique opportunities and challenges presented by the vision. Drawing on principles from strategic management experts like Michael Porter, the course emphasizes creating shared value and a distinct competitive position within the evolving economic landscape. As discussed in seminal works like "Execution: The Discipline of Getting Things Done" by Larry Bossidy and Ram Charan, the focus will be on bridging the gap between strategy and results. BIG BEN Training Center has meticulously crafted this curriculum to empower leaders with the tools and insights needed to navigate this transformation, drive innovation, and contribute effectively to the nation's future, ensuring their organizations thrive.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Board Members.
- Government Officials and Public Sector Leaders.
- Strategy Directors and Corporate Planners.
- Department Heads and Senior Managers.
- Project and Program Managers.
- Business Development and Investment Managers.
- Human Resources and Talent Development Leaders.
- Finance and Operations Executives.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Government agencies and public sector organizations.
- Energy, Oil, and Gas sectors.
- Banking, Financial Services, and Insurance.
- Construction and Real Estate Development.
- Tourism, Hospitality, and Entertainment.
- Technology, Telecommunications, and Digital Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Logistics.
- Education and Research Institutions.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Executive Management and Leadership Offices.
- Project Management Office (PMO).
- Finance and Budgeting.
- Human Resources and Organizational Development.
- Operations and Supply Chain Management.
- Marketing and Corporate Communications.
- Governance, Risk, and Compliance.
- Innovation and Research & Development.

Course Offerings:

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

- Analyze the three core pillars and strategic objectives of Saudi Vision 2030.
- Develop a robust strategic framework that directly aligns with national goals.
- Translate high-level vision objectives into specific, measurable, and actionable KPIs.
- Lead organizational change initiatives to foster a culture of alignment and agility.
- Identify and capitalize on new business opportunities emerging from Vision 2030 programs.
- Integrate principles of sustainability and corporate governance into strategic plans.
- Enhance cross-departmental collaboration for effective strategy execution.
- Develop risk mitigation strategies relevant to the national transformation context.
- Master the tools for monitoring, evaluating, and reporting on strategic progress.
- Communicate the organization's strategic alignment to internal and external stakeholders effectively.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, moving beyond traditional lecture-based learning. This course employs a blended approach that combines expert-led presentations with hands-on, practical application. Participants will engage in dynamic group discussions, collaborative workshops, and in-depth case study analyses of organizations that have successfully aligned their strategies with national visions. Real-world scenarios and business simulations will be used to challenge participants to apply strategic planning tools and change management techniques in a controlled environment. A significant emphasis is placed on peer-to-peer learning, allowing attendees to share experiences, challenges, and best practices from their respective industries. The facilitator will act as a guide, providing personalized feedback and fostering a learning environment where complex concepts are made accessible and actionable. Interactive sessions, practical exercises, and a focus on developing tangible action plans ensure that participants leave not just with knowledge, but with the confidence and tools to implement change within their own organizations immediately.

Course Agenda (Course Units):

Unit One: Understanding the Foundations of Vision 2030

- The historical context and strategic imperative of Saudi Vision 2030.
- Deep dive into the three pillars: A Vibrant Society, a Thriving Economy, an Ambitious Nation.
- Analysis of key programs and giga-projects driving the transformation.
- The role of the public and private sectors in achieving the vision's goals.
- Understanding the National Transformation Program (NTP) and its objectives.
- Global economic trends and their impact on Vision 2030's implementation.
- Identifying the primary stakeholders and their expectations.

Unit Two: Strategic Analysis and Formulation for Alignment

- Conducting a SWOT and PESTLE analysis in the context of Vision 2030.
- Defining your organization's mission, vision, and values for strategic alignment.
- Using the Balanced Scorecard framework to link strategy to national objectives.
- Setting SMART goals and objectives that contribute to Vision 2030.
- Developing a strategic roadmap and identifying key initiatives.
- Scenario planning for future uncertainties and opportunities.
- Integrating digital transformation and innovation into your core strategy.

Unit Three: Effective Strategy Implementation and Execution

- Cascading strategic objectives throughout the organization.
- The role of leadership in driving and championing strategic change.
- Applying John Kotter's 8-Step Change Model for successful transformation.
- Developing Key Performance Indicators (KPIs) and performance dashboards.
- Aligning departmental and individual goals with corporate strategy.
- Resource allocation and budgeting for strategic initiatives.
- Building cross-functional teams to break down organizational silos.

Unit Four: Human Capital and Organizational Culture Alignment

- Developing a talent management strategy to support Vision 2030's human capability goals.
- Fostering a culture of innovation, accountability, and continuous improvement.
- Communication strategies for engaging employees in the strategic vision.
- Leadership development programs for the next generation of leaders.
- Managing resistance to change and building organizational resilience.
- Linking performance management and reward systems to strategic outcomes.
- The importance of diversity and inclusion in a vibrant workforce.

Unit Five: Governance, Monitoring, and Sustainable Growth

- Establishing a robust governance framework for strategy oversight.
- Techniques for monitoring progress and measuring strategic impact.
- Conducting effective strategy review meetings and adapting to new information.
- Risk management frameworks for identifying and mitigating strategic threats.
- Ensuring corporate social responsibility and sustainability are embedded in the strategy.
- Reporting on strategic alignment to the board, investors, and regulators.
- Future-proofing the organization: building agility for long-term success.

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:

Beyond financial metrics, how can an organization truly measure its societal impact and contribution to the 'Vibrant Society' pillar of Vision 2030?

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

This course distinguishes itself by moving beyond generic strategic management theory to offer a highly contextualized and practical application focused specifically on Saudi Arabia's Vision 2030. While other programs may cover strategy, this curriculum is meticulously designed to decode the complexities of the national vision and translate them into a tangible, actionable playbook for organizations. Its primary strength lies in its emphasis on execution and change management—the most critical and often overlooked aspects of strategic alignment. Participants will not only learn how to formulate a strategy on paper but will also master the leadership and communication techniques required to embed it within their organization's culture and daily operations. The course utilizes localized case studies and real-world examples from the region, providing relevant and immediate insights. Furthermore, it fosters a deep understanding of the interconnectedness between corporate success and national progress, equipping leaders with a holistic perspective that balances economic goals with social and environmental responsibilities, ensuring they are prepared to build resilient and future-proof organizations that thrive within the dynamic landscape of Vision 2030.