Strategic Planning and Execution for SMEs Success Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PLA9049_281199

Course Introduction / Overview:

This intensive training course is designed to equip leaders and managers of Small and Medium-sized Enterprises (SMEs) with the essential skills for robust strategy formulation and effective implementation. In today's volatile business environment, a well-defined strategy is not a luxury but a critical tool for survival and sustainable growth. Many SMEs struggle to move beyond daily operations to create a long-term vision and, more importantly, to execute it. This program directly addresses that gap by providing a comprehensive framework for strategic management tailored to the unique constraints and opportunities of smaller organizations. Drawing upon foundational concepts from renowned strategists like Michael E. Porter, particularly his work in "Competitive Strategy", this course demystifies complex theories and translates them into practical, actionable tools. Participants will learn how to analyze their competitive landscape, define a unique value proposition, and build a strategic roadmap. BIG BEN Training Center has developed this course to empower SME leaders to not only craft a winning strategy but also to build the internal capabilities required to bring that strategy to life, ensuring long-term success and resilience.

Target Audience / This training course is suitable for:

- SME Owners and Founders.
- Entrepreneurs and Start-up Leaders.
- General Managers and Managing Directors.
- Heads of Departments (Operations, Marketing, Finance).
- Business Development Managers.
- Strategic Planners and Business Analysts.
- Consultants working with SMEs.
- Successors in family-owned businesses.

Target Sectors and Industries:

- Technology and Software Development.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Hospitality and Tourism.
- Professional Services (Consulting, Legal, Accounting).
- Healthcare and Wellness.
- Construction and Real Estate.
- Non-profit Organizations and Social Enterprises.
- Government agencies and public sector bodies supporting SMEs.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategic Planning and Corporate Development.
- Operations and Production.
- Marketing and Sales.
- Finance and Accounting.
- Human Resources.
- Business Development.
- Product Development and Innovation.

Course Offerings:

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

- Develop a clear and compelling vision, mission, and set of values for their organization.
- Conduct a thorough internal and external environmental analysis using tools like SWOT and PESTLE.
- Analyze industry structure and competitive forces to identify strategic opportunities.
- Formulate a unique competitive strategy that differentiates the business in the marketplace.
- Design a balanced scorecard with relevant Key Performance Indicators (KPIs) to track progress.
- Create a detailed strategic implementation roadmap with clear actions, timelines, and responsibilities.
- Lead change initiatives effectively to ensure strategic alignment across the organization.
- Establish a system for monitoring strategic performance and making agile adjustments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and results-oriented, moving beyond theoretical lectures to foster deep, applicable learning. This course utilizes a blended approach that includes expert-led presentations, real-world case study analyses of successful and unsuccessful SME strategies, and intensive group workshops. Participants will engage in hands-on exercises where they apply strategic frameworks like SWOT analysis, Porter's Five Forces, and the Balanced Scorecard directly to their own business contexts or to assigned case scenarios. A significant portion of the program is dedicated to collaborative problem-solving sessions and peer-to-peer feedback, allowing attendees to learn from the diverse experiences within the group. The facilitator will act as a guide, encouraging critical thinking and debate. The course culminates in the development of a personal action plan, ensuring that participants leave not just with knowledge, but with a clear, structured approach to implement strategic changes within their own organizations immediately upon their return.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Thinking for SMEs

- The unique strategic challenges and opportunities for SMEs.
- Defining a powerful vision, mission, and core values.
- Introduction to the strategic management process.
- Conducting an effective SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats).
- Analyzing the external environment with PESTLE Analysis.
- Understanding the difference between strategy and operational effectiveness.
- Identifying key stakeholders and their influence on strategy.

Unit Two: Crafting a Winning Competitive Strategy

- Analyzing the competitive landscape using Porter's Five Forces.
- Identifying and building a sustainable competitive advantage.
- Exploring generic strategies: cost leadership, differentiation, and focus.
- Introduction to Blue Ocean Strategy for creating uncontested market space.
- Developing a compelling value proposition for your target customers.
- Techniques for effective competitor analysis and intelligence gathering.
- Aligning your business model with your chosen strategy.

Unit Three: From Strategy to Execution The Implementation Roadmap

- The critical link between strategy formulation and implementation.
- Developing strategic objectives using the SMART framework.
- Introduction to the Balanced Scorecard (BSC) for SMEs.
- Selecting and defining meaningful Key Performance Indicators (KPIs).
- Cascading strategic goals throughout the organization.
- Resource allocation and strategic budgeting for SMEs.
- Creating a detailed action plan with timelines and responsibilities.

Unit Four: Leading Strategic Change and Building Alignment

- The role of leadership in driving strategic execution.
- Communicating the strategy effectively to all employees.
- Overcoming resistance to change within the organization.
- Building a corporate culture that supports the strategy.
- Techniques for fostering strategic alignment across departments.
- Empowering teams and individuals to take ownership of strategic initiatives.
- Managing the human dynamics of strategy implementation.

Unit Five: Monitoring, Adapting, and Driving Growth

- Establishing a rhythm for strategic review and performance monitoring.
- Using data and analytics to track progress against KPIs.
- Techniques for agile strategy adjustment in a dynamic market.
- Introduction to strategic risk management for SMEs.
- Identifying and planning for strategic growth opportunities.
- Strategies for scaling the business sustainably.
- Developing a personal leadership action plan for strategic implementation.

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 digital transformation, how can SMEs balance long-term strategic planning with the need for agile, short-term adaptation without losing strategic focus?

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

This course distinguishes itself by moving beyond the generic, large-corporation-focused theories that dominate many strategic management programs. Its core strength lies in its specific and unwavering focus on the Small and Medium-sized Enterprise (SME) context. We recognize that SMEs operate with different resource constraints, flatter hierarchies, and a greater need for agility. Therefore, every framework, case study, and tool is adapted and presented through the lens of an SME leader, making the content immediately relevant and applicable. Unlike courses that remain purely theoretical, this program emphasizes the "how-to" of strategy, dedicating significant time to the implementation phase, which is where most strategies fail. Participants will not only learn to formulate a strategy but will also master the arts of creating actionable roadmaps, setting meaningful KPIs, and leading change. The highly interactive and workshop-based methodology ensures that attendees work on real-world problems, often their own, fostering a deeper level of understanding and providing them with a tangible plan to execute upon returning to their businesses.