Navigating Business Volatility with Agile Strategy Training Course

07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #PLA9740_19383

Course Introduction / Overview:

In today's hyper-competitive and unpredictable global landscape, traditional strategic planning models are no longer sufficient. Businesses operate in a VUCA world—Volatile, Uncertain, Complex, and Ambiguous—where market disruptions are the norm, not the exception. This course is meticulously designed to equip leaders and strategists with the mindset, frameworks, and tools necessary to navigate this turbulence effectively. We move beyond static, annual plans to embrace a dynamic, continuous approach to strategy. Drawing on seminal concepts from thought leaders like Rita Gunther McGrath and her work in "The End of Competitive Advantage", this program emphasizes building strategic agility and organizational resilience. Participants will learn how to anticipate change, adapt rapidly, and seize opportunities that emerge from uncertainty. BIG BEN Training Center has developed this immersive experience to transform strategic planning from a rigid exercise into a fluid, iterative process that drives sustainable growth and creates a true competitive edge in volatile environments.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Board Members.
- Senior and Mid-level Managers.
- Heads of Strategic Planning and Corporate Development.
- Business Unit and Departmental Leaders.
- Project and Program Managers.
- Business Analysts and Consultants.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Supply Chain.
- Telecommunications and Media.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Strategic Planning.
- Corporate Development and Mergers & Acquisitions.
- Operations Management.
- Marketing and Sales.
- Finance and Budgeting.
- Product Development and Innovation.
- Human Resources and Organizational Development.
- Information Technology.

Course Offerings:

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

- Analyze and interpret the characteristics of a VUCA environment.
- Develop a robust agile strategic planning framework tailored to their organization.
- Master scenario planning and strategic foresight techniques to anticipate future trends.
- Implement Objectives and Key Results (OKRs) to ensure strategic alignment and execution.
- Lead strategic pivots and organizational change in response to market shifts.
- Foster a culture of continuous learning and adaptation within their teams.
- Enhance business resilience and risk management capabilities.
- Utilize dynamic resource allocation and agile budgeting methods.

Course Methodology:

The training methodology for this course is designed to be highly interactive, practical, and transformative. BIG BEN Training Center believes that mastering agile strategy requires doing, not just listening. Therefore, the program is built around a blended learning approach that combines expert-led instruction with hands-on application. Participants will engage in immersive business simulations that challenge them to make strategic decisions under pressure in volatile market conditions. Real-world case studies of companies that have successfully navigated disruption will be analyzed in depth. Collaborative group workshops and brainstorming sessions will facilitate peer-to-peer learning and the exchange of diverse perspectives. Each module includes practical exercises, allowing participants to apply tools like scenario planning and OKR setting directly to their own organizational contexts. Continuous feedback from the instructor and peers is a core component, ensuring that learning is reinforced and that participants leave with actionable strategies and a clear implementation roadmap.

Course Agenda (Course Units):

Unit One: Understanding the New Strategic Landscape

- The demise of traditional strategic planning.
- Defining the VUCA world (Volatility, Uncertainty, Complexity, Ambiguity).
- Introduction to strategic agility and organizational resilience.
- Key principles of adaptive strategy.
- Case studies of strategic failure in volatile markets.
- Assessing your organization's current strategic readiness.
- The shift from sustained competitive advantage to transient advantage.

Unit Two: The Agile Strategic Planning Framework

- The agile strategy cycle: sense, seize, and reconfigure.
- Establishing a compelling and adaptable strategic vision.
- Engaging stakeholders in a continuous strategy dialogue.
- Developing a lightweight and flexible strategic plan.
- Integrating short-term sprints with long-term strategic goals.
- The role of leadership in driving strategic agility.
- Creating a governance model for agile strategy.

Unit Three: Essential Tools for Adaptive Strategists

- Mastering environmental scanning and weak signal analysis.
- Advanced PESTLE analysis for dynamic environments.
- Conducting scenario planning and building strategic options.
- Utilizing war gaming and business simulations for decision-making.
- Applying the Blue Ocean Strategy framework to find uncontested market space.
- Dynamic SWOT analysis for continuous assessment.
- Leveraging competitive intelligence in real-time.

Unit Four: Agile Execution and Performance Management

- Introduction to Objectives and Key Results (OKRs) for strategic alignment.
- Cascading OKRs throughout the organization.
- Implementing agile budgeting and dynamic resource allocation.
- Building cross-functional teams for strategic initiatives.
- Leading and managing strategic change effectively.
- Developing metrics that measure adaptability and progress.
- Creating rapid feedback loops for continuous improvement.

Unit Five: Cultivating a Resilient and Learning Organization

- Building a culture that embraces experimentation and failure.
- Fostering psychological safety to encourage innovation.
- Developing strategic foresight as an organizational capability.
- The leader's role in coaching for agility and resilience.
- Mechanisms for capturing and disseminating organizational learning.
- Final capstone project: developing an agile strategy for a real-world case.
- Creating a personal action plan for implementing agile strategy.

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 balance the need for a long-term strategic vision with the necessity of short-term, agile adaptation in a perpetually disruptive market?

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

This course distinguishes itself by moving beyond a purely theoretical discussion of agility to provide a deeply practical and integrated framework for strategic management in volatile times. While many programs focus on isolated tools, this training course emphasizes the holistic integration of mindset, culture, process, and execution. We focus on cultivating "dynamic capabilities"—the organizational capacity to purposefully create, extend, or modify its resource base. The curriculum is uniquely structured to build these capabilities progressively, starting with understanding the VUCA landscape and culminating in the creation of a resilient, learning organization. Rather than simply presenting a menu of strategic models, we guide participants through a process of critical thinking to select and adapt the right tools for their specific context. The emphasis on real-world simulations and a capstone project ensures that participants do not just learn about agile strategy; they practice it, internalize its principles, and leave with the confidence and a concrete plan to lead strategic transformation.