Strategic Program Management for Business Execution Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #PMP7342_269389

Course Introduction / Overview:

This intensive training course provides a comprehensive framework for linking high-level corporate strategy with the successful execution of complex programs. In today's dynamic business environment, the gap between strategy formulation and implementation is a critical point of failure for many organizations. This course directly addresses that challenge by equipping participants with the tools and mindset to manage collections of projects as a cohesive program that delivers tangible business value and strategic outcomes. Drawing on established principles and contemporary practices, we will explore the entire program lifecycle, from initial concept and strategic alignment to benefits realization and sustainment. The curriculum integrates key concepts from thought leaders like Michel Thiry, whose work on value management, particularly in his book "A Framework for Value Management Practice," emphasizes focusing on benefits rather than just outputs. At BIG BEN Training Center, we have designed this course to be highly practical, ensuring that participants can translate strategic objectives into a portfolio of coordinated projects, manage stakeholders effectively, and establish robust program governance to ensure success and drive competitive advantage.

Target Audience / This training course is suitable for:

- Program Managers and Senior Project Managers.
- Portfolio Managers.
- Heads of Departments and Business Unit Leaders.
- Strategy and Business Development Professionals.
- PMO Directors, Managers, and Staff.
- Operations Managers responsible for strategic initiatives.
- Consultants involved in strategy execution and transformation.
- Executives and senior leaders overseeing program portfolios.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Engineering and Construction.
- Government and Public Sector Agencies.
- Manufacturing and Industrial Goods.
- Consulting and Professional Services.
- Energy and Utilities.

Target Organizations Departments:

- Project Management Office (PMO).
- Strategic Planning and Corporate Strategy.
- Operations and Production.
- Information Technology (IT).
- Research and Development (R&D).
- Finance and Accounting.
- Product Development and Management.
- Human Resources (for change management initiatives).

Course Offerings:

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

- Develop a comprehensive program business case that aligns with strategic goals.
- Design and implement a robust program governance framework.
- Master techniques for effective stakeholder identification, analysis, and engagement.
- Create a detailed benefits realization plan to track and measure strategic value.
- Manage program-level risks, issues, and dependencies across multiple projects.
- Apply program lifecycle management principles from initiation to closure.
- Lead organizational change associated with strategic program implementation.
- Effectively communicate program status and value to executive leadership.
- Structure and manage program finances, including budgets and forecasts.
- Evaluate program success based on strategic contribution and benefits delivered.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, moving beyond theoretical lectures to focus on real-world application. This course employs a blended learning approach that combines expert-led instruction with collaborative and individual activities. Participants will engage in in-depth case study analyses of successful and failed strategic programs, allowing them to dissect complex scenarios and understand the practical nuances of program management. A significant portion of the course is dedicated to hands-on workshops and simulation exercises where participants will work in teams to develop program charters, create governance models, and build benefits realization maps. These interactive sessions foster peer-to-peer learning and allow for the exchange of diverse industry experiences. Our expert facilitators encourage active discussion, group debates, and problem-solving clinics to address the specific challenges faced by participants in their own organizations. Continuous feedback is provided throughout the course to ensure a deep and lasting understanding of the principles of strategic program execution.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Program Management

- The distinction between projects, programs, and portfolios.
- The strategic role of program management in business execution.
- Core concepts of the program management lifecycle.
- Understanding the program manager's role and competencies.
- Introduction to key program management standards and bodies of knowledge.
- Defining program success beyond the triple constraint (scope, time, cost).
- The link between strategy, programs, and organizational value.

Unit Two: Aligning Programs with Corporate Strategy

- Translating strategic objectives into actionable program goals.
- Developing the program vision and mission statement.
- Conducting a strategic analysis to justify program initiation.
- Building a compelling program business case and charter.
- Using tools like the Balanced Scorecard and OKRs for alignment.
- Mapping program outcomes to strategic key performance indicators (KPIs).
- Techniques for prioritizing programs within a corporate portfolio.

Unit Three: Program Governance and Stakeholder Engagement

- Designing an effective program governance structure.
- Defining roles and responsibilities for the steering committee and sponsor.
- Establishing decision-making processes and escalation paths.
- The function and value of a Program Management Office (PMO).
- Advanced stakeholder analysis and mapping techniques.
- Developing a comprehensive program communication plan.
- Managing stakeholder expectations and navigating political landscapes.

Unit Four: Driving Execution and Realizing Benefits

- Structuring the program and its component projects.
- Integrated program planning, scheduling, and resource management.
- Program-level risk and issue management strategies.
- Managing interdependencies between projects and shared resources.
- The complete benefits realization management lifecycle.
- Identifying, quantifying, and tracking program benefits.
- Ensuring benefits are sustained after program closure.

Unit Five: Leadership, Change, and the Future of Program Management

- Leading and motivating high-performance program teams.
- Managing organizational change resulting from program activities.
- Advanced financial management for programs.
- Program quality assurance and control techniques.
- Agile and hybrid approaches in program management.
- The impact of digital transformation on program execution.
- Ethical considerations and professional responsibility in program leadership.

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 organizations balance the need for structured program governance with the agility required to adapt to volatile market conditions?

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

This course distinguishes itself by focusing on the critical synthesis of program management discipline and strategic business acumen, a combination rarely found in standard training offerings. While many courses teach program management as an extension of project management, we position it as a vital leadership function for strategy execution. Our curriculum is built around the principle of benefits realization management, shifting the focus from merely delivering outputs on time and budget to achieving and sustaining measurable strategic value. We provide a framework-agnostic perspective, equipping participants with adaptable principles and critical thinking skills rather than rigid adherence to a single methodology. This approach ensures the learnings are applicable across diverse industries and organizational cultures. The course content is deeply rooted in practical application, using complex, real-world case studies that challenge participants to navigate the ambiguities and political dynamics inherent in strategic initiatives. The emphasis is on developing strategic thinkers who can not only manage programs but also influence organizational direction and drive meaningful, lasting change.