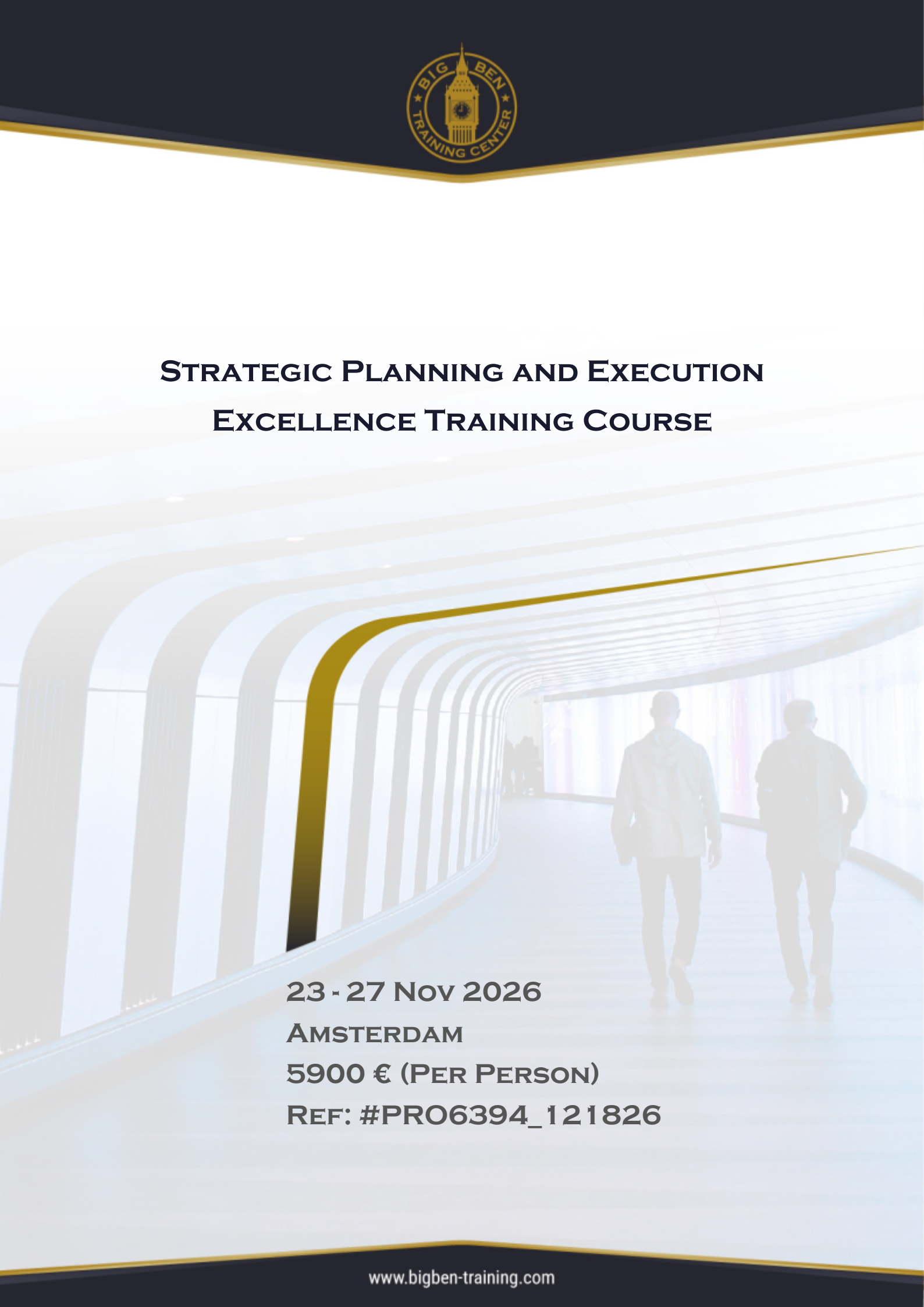
Strategic Planning and Execution Excellence Training Course



23 - 27 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #PRO6394_121826

Course Introduction / Overview:

This intensive training course provides a comprehensive framework for mastering the critical link between strategic planning and operational execution. In today's competitive landscape, a brilliant strategy is worthless without flawless implementation. This program is designed to bridge that gap, transforming high-level corporate vision into tangible, day-to-day operational results. Participants will delve into proven methodologies for formulating robust strategies and, more importantly, for cascading those strategies throughout the organization to drive performance and achieve sustainable growth. Drawing upon the foundational principles articulated by thought leaders like Robert S. Kaplan and David P. Norton in their seminal work, "The Execution Premium", this course emphasizes a disciplined approach to managing strategy. At BIG BEN Training Center, we guide participants through the entire strategic management cycle, from environmental scanning and goal setting to performance measurement and continuous improvement. The curriculum is meticulously structured to equip leaders with the tools, techniques, and leadership skills necessary to build a culture of accountability and operational excellence, ensuring that strategic objectives are not just defined but are consistently met and exceeded.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Senior Executives.
- Vice Presidents and Directors.
- Heads of Departments and Division Managers.
- Strategic Planning Managers and Professionals.
- Operations Managers and Team Leaders.
- Project and Program Managers.
- Business Development Managers.
- Continuous Improvement and Quality Assurance Specialists.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Manufacturing and Engineering.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Information Technology and Telecommunications.
- Retail and Consumer Goods.
- Oil, Gas, and Energy.
- Logistics and Supply Chain Management.
- Governmental bodies and Public Sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategy and Corporate Planning.
- Operations Management.
- Project Management Office (PMO).
- Finance and Budgeting.
- Human Resources and Organizational Development.
- Quality Assurance and Control.
- Marketing and Sales.
- Information Technology.

Course Offerings:

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

- Develop a comprehensive and actionable strategic plan aligned with organizational vision.
- Translate high-level strategic goals into specific, measurable operational objectives.
- Utilize strategic planning tools such as SWOT, PESTLE, and Porter's Five Forces analysis.
- Implement and manage performance using frameworks like the Balanced Scorecard (BSC).
- Design effective Key Performance Indicators (KPIs) to track strategic execution.
- Apply principles of operational excellence, including Lean and Six Sigma methodologies.
- Lead change management initiatives to support strategy implementation.
- Foster a culture of continuous improvement and strategic alignment across all departments.
- Conduct effective strategy review meetings to ensure agility and adaptability.
- Master resource allocation techniques to support strategic priorities.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and results-oriented. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The program is built around a blend of expert-led presentations, real-world case study analyses, and interactive group discussions that encourage peer-to-peer learning and the sharing of diverse industry experiences. A significant portion of the training is dedicated to hands-on workshops and simulation exercises where participants will work in teams to develop a strategic plan, create a strategy map, and design a performance dashboard. This practical approach ensures that attendees can immediately apply the learned concepts to their own organizational challenges. Continuous feedback from the facilitator and peers is a core component, fostering a supportive environment for skill development and culminating in the creation of a personal action plan for implementing key takeaways back in the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Modern Strategic Planning

- The evolution of strategic management.
- Defining a compelling vision, mission, and core values.
- Conducting comprehensive internal and external environmental analysis (SWOT & PESTLE).
- Utilizing Porter's Five Forces to analyze industry competition.
- Identifying strategic issues and setting long-term organizational goals.
- The role of leadership in driving the strategic planning process.
- Differentiating between corporate, business, and functional-level strategies.

Unit Two: Translating Strategy into Actionable Plans

- Introduction to strategy execution frameworks.
- The Balanced Scorecard (BSC) as a strategic management system.
- Developing strategy maps to visualize cause-and-effect relationships.
- Cascading strategic objectives down to departmental and individual levels.
- The Hoshin Kanri method for policy deployment and alignment.
- Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives.
- Aligning budgets and resource allocation with strategic priorities.

Unit Three: Driving Operational Excellence

- Core principles of operational excellence.
- Introduction to Lean thinking and waste elimination.
- Fundamentals of Six Sigma for process quality improvement.
- Business Process Reengineering (BPR) for radical redesign.
- Value stream mapping to identify and improve process flow.
- Kaizen philosophy for fostering a culture of continuous improvement.
- Integrating operational excellence initiatives with strategic goals.

Unit Four: Performance Measurement and Management

- The importance of leading and lagging indicators.
- Designing and implementing effective Key Performance Indicators (KPIs).
- Creating performance dashboards for real-time monitoring.
- Establishing a rhythm for strategic and operational review meetings.
- Techniques for data analysis and performance reporting.
- Providing constructive feedback and coaching for performance.
- Linking performance management systems to strategic execution.

Unit Five: Leading Change and Sustaining Momentum

- The psychology of organizational change.
- Applying Kotter's 8-Step Process for leading change.
- Stakeholder analysis and communication planning.
- Overcoming resistance to change and building buy-in.
- Cultivating a culture of accountability and execution excellence.
- Ensuring strategic agility in a dynamic business environment.
- Developing a roadmap for sustaining long-term strategic 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:

How can an organization maintain strategic agility and adapt its execution plan in a volatile, uncertain, complex, and ambiguous (VUCA) world without losing sight of its long-term vision?

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

This course distinguishes itself by providing a uniquely integrated and holistic perspective on strategic management. While many programs focus on either strategy formulation or operational improvement in isolation, this training course is meticulously designed to bridge the critical, and often-overlooked, gap between the two. It treats strategy not as a static document but as a dynamic, living process that must be woven into the very fabric of daily operations. The curriculum moves beyond theoretical models to emphasize the practical art and science of execution, focusing on how to cascade high-level vision into concrete actions and measurable results at every level of the organization. Participants will not just learn about tools like the Balanced Scorecard or Lean Six Sigma; they will learn how to synthesize these powerful methodologies into a cohesive system for driving performance. The emphasis on change leadership, cultural transformation, and strategic agility equips attendees with the sophisticated skills needed to sustain excellence in a constantly evolving business environment, making this a truly comprehensive masterclass in turning strategic intent into organizational reality.