Management & leadership · ML100

Goal Frameworking & Strategic Planning

Amsterdam · 21 - 25 Dec 2026

Date	Venue	Duration
21 - 25 Dec 2026	**Amsterdam**	**1 Week**
Fee	Ref	Language
£5,150 GBP	**ML100**	**English**

Introduction

Managers must be able to plan strategically in order to be successful. Because effective strategic planning is critical to the future success of any organisation, developing this competency is a critical component of managerial skill enhancement. Most strategic planning, however, lacks vision. It's just a straight-line extrapolation from the past to the future. In a world where change is happening faster than ever before, this is at best naive and at worst a recipe for disaster.

True strategic planning entails positioning the organisation for a future that is distinct from the past.

This course will concentrate on strategic planning as an essential management system for guiding the manager and organisation into the future by establishing specific goals.

This course will also emphasise the importance of developing personal mental agility as well as organisational agility. The driving forces behind both strategic successes and failures will be closely examined.

This course will focus on:

- Presentation of the Concept and Significance of Strategy and Strategic Planning
- Introduction to the Main Approaches to Strategy Formulation and Goal Setting
- Case Examples of Organisations Formulating Strategic Plans
- Group Work on Specific Cases and Problems
- Extensive Use of Practical Examples in which the course leader has been personally involved

Course Objectives of Goal Frameworking & Strategic Planning

By the end of this course, you will be capable to:

- Examine how to design visionary strategic plans
- Consider the utilisation of a model for organisational assessment
- Formulate insights into strategic planning problems to avoid
- Identify and learn from examples of strategic success and failure

- Develop an understanding of the nature of the organisational life cycle
- Study the preparation of effective contingency plans

Course Methodology of Goal Frameworking & Strategic Planning

The most up-to-date training methods are used to present this training course.

This course is carefully planned to address all styles of learning and to engage participants fully. Formal presentations and discussions are supplemented by group exercises which provide opportunities for personal participation in real situations. There will also be video presentations that focus on key issues. This approach makes the learning process enjoyable, fast-paced, challenging, and empowering.

Organisational Impact of Strategic Planning & Goal Setting

How does the organisation benefit by sending employees to this course?

- Employees are better able to relate their functional work to the overall direction of the organisation
- There will be greater flexibility within the organisation
- Employees' will be able to analyse and building creative solutions that will be enhanced
- Employees will have more confidence in setting and aiming for ambitious targets
- Employees will be better placed to cope with organisational change
- Employees will think more rigorously about creating tomorrow's organisation out of today's organisation

Personal Impact of Strategic Planning & Goal Setting

How does the delegate benefit from attending this course?

- Participants will learn how to combine analytical and creative thinking
- Participants will have a better understanding of the global business environment of the 21st century
- Participants will learn how to make choices in making the best use of finite resources
- Participants will develop improved preparedness to deal with contingencies
- Participants will learn how to set challenging, realistic, and achievable targets
- Participants will have further developed their ability to move up in their organisation

Target Audience of Goal Frameworking & Strategic Planning

This course is designed for professionals involved in the planning process. It will be of benefit for all managers who seek to enhance their planning skills.

Typical delegates would include the following:

- Specialist Managers
- Operational Managers
- Team Leaders

Course Outlines of Goal Frameworking & Strategic Planning

DAY 1

Strategy, Strategic Planning, and Competitive Positioning

- Introduction to the Seminar – Structure, and Content
- Strategy - Concept, and Significance
- “Competitive Positioning” vs. “Blue Sky” Approaches
- Achieving Competitive Advantage through Flexibility and Agility
- The Interaction of Strategy, Structure, and Business Processes
- Gathering Information and Intelligence for the SWOT Analysis

DAY 2

Strategic Intent, Strategic Choice, and Balancing Scorecards

- Vision and Mission Statements - Preparing for the Future
- Business Analysis and Contingency Planning
- Strategic Choice
- Converting the SWOT Analysis into the “Strategy Matrix”
- Strategy Formulation – Programmes, Projects, Policies
- Transforming the Organisation - Strategy Implementation and Managing Change

DAY 3

Assessing the Current State of the Organisation

- Leadership and Management about Strategy
- Customer and Market Focus
- Human Resources and Knowledge Management
- Building a Strategic Planning Team
- Effective Process Management to Achieve Business Results
- Monitoring and Measuring Business Performance

DAY 4

Strategic Planning Best Practice Whilst Avoiding the Pitfalls

- The Strategy Life-cycle and the Problem of Strategic Drift
- Getting Innovative thinking into the Organisation
- The Potentially Negative Dimensions of Success
- How to Avoid 'Paralysis by Analysis?
- Overcoming inability to evaluate fresh ideas, denying the truth, and thinking inside the box
- The Critical Importance of Good Planning Team Dynamics

DAY 5

Personal Strategic Planning

- Applying Strategic Tools and Techniques to the Individual
- Personal Goal Setting, Creating a Personal Strategic Plan
- Implementing Change - Achieving Progress as a Strategic Manager
- The Mix of Competencies and Personal Skills required in 21st Century Business
- Executing Strategy - How to break it down and get it done?
- Developing Inspiration and Gathering Support
- Overcoming Adversity by Leveraging your Skills and Building on Success
- Conclusion - A Personal Role in the Strategic Planning and Goal Setting Processes

Register or ask about this course online

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