Management & leadership · ML102

# Strategic Planning & Strategy

Barcelona (Spain) · 23 - 27 Nov 2026

| Date | Venue | Duration |
|---|---|---|
| **23 - 27 Nov 2026** | **Barcelona (Spain)** | **1 Week** |
| Fee | Ref | Language |
| **£5,000 GBP** | **ML102** | **English** |

## Introduction

This course will prepare you to make a significant contribution to the creation of tomorrow's organization from today's organization. Strategy and strategic planning are critical activities that enable all managers to (a) anticipate a significant change in the structure and potential of their business and (b) make a significant personal contribution to business development processes.

All managers must understand and deal with major changes in markets, technologies, competition, business models, and risk management, as well as the broader impact of globalization. To accomplish this, the strategic planning team must consider how to use all available resources to chart a course that will allow an organization to grow rapidly and deliver outstanding financial and other results.

### This course will highlight the following:

- Learning how to apply leading-edge thinking in strategic analysis and planning
- Evaluating the choices faced by an organization in planning for the future
- Preparing a strategic plan that serves as a road map for action
- Understanding best practice in implementing strategic programs and projects
- Designing an effective linkage between strategic and operational management

## Course Objectives of Strategic Planning & Strategy

### At the end of this course, you will acquire to:

- Leverage the value of strategy and strategic planning
- Design a strategic planning process for your organization
- Analyze options and make robust choices in setting goals and objectives
- Take full advantage of the opportunities of globalization
- Lead effective strategic change within your part of your organization

## Course Methodology of Strategic Planning & Strategy

The training methodology of the course is based on a carefully planned schedule of highly focused

tutor input, using a balanced set of state-of-the-art learning mechanisms. The emphasis will be on studying real organizations making major strategic decisions.

Above all, the principles and approaches to strategic analysis, planning, and management will be illustrated by reference to real-life situations in which the course leader has been personally involved.

### We will use the following training methods:

- Presentations by the course leader, including case examples
- Group work on case studies - analysis, interaction, and discussion
- Presentations by subject experts on aspects of strategy, strategic planning, and organizational change
- Focused problem-solving exercises, including “outside the box” thinking
- Decision analysis in different strategic and competitive conditions

## Organizational Impact of Strategic Planning & Strategy

### By sending delegates to this course, the organization will gain the following benefits:

- Better decision-making and time/resource allocation - leading to improved organizational performance
- Introduction of strategic thinking into all levels of the organization
- Top management having more confidence in the decisions of its staff
- An improved approach to planning at strategic and operational levels
- Sharply focused views on the extent and direction of change required for success
- More effective program and project implementation by managers

## Personal Impact of Strategic Planning & Strategy

### By attending this course, delegates will acquire the following benefits, skills, and competencies:

- Improved career flexibility and prospects
- Accelerated thinking speed and problem resolution
- Detailed understanding of the strategic impact of different specialisms
- Improved leadership and team working capabilities
- Innovative approaches in ensuring the most effective impact of individual specialisms
- Understanding and applying best practice in strategic planning

## Target Audience of Strategic Planning & Strategy

This course is designed for senior experienced staff from any industry and any functional specialization who wish to gain a broader appreciation of the dynamics of business development and develop their roles in setting the direction for their organization to create its future.

### This course is suitable for a wide range of professionals but will greatly benefit:

- Specialists in marketing and business development
- Experienced Managers / Leaders in finance and accounting
- Specialists in production and operations management

- Scientists in research and development
- Logistics and Distribution Specialists
- Human Resource and Organizational Development Staff

# Course Outlines of Strategic Planning & Strategy

## DAY 1

### Strategic Thinking and External Analysis

- Definitions of Strategy and Strategic Planning
- Why are Strategy and Strategic Planning important?
- Understanding The Main Frameworks for Strategic Analysis
- Private and Public Sector Strategies – Similarities and Differences
- External Analysis - Understanding and Analyzing Business Attractiveness
- Analyzing Customers and Benchmarking your own Strategic Position
- How attractive is the Game that we have chosen to Play?

## DAY 2

### Internal Analysis and Fusion into Strategic Choice

- The Interface and Balance of External and Internal Analysis
- Internal Analysis: Financial
- Internal Analysis: Non-financial
- The Concept and Practicalities of The “Balanced Scorecard”
- Diagnosing and Analyzing Strategic Problems and Opportunities
- Fusion of Analysis into Strategic choices - SWOT and The Strategy Matrix
- How well are we playing the game that we have chosen to play?

## DAY 3

### Strategic Plans and the Relevance of Alliances and Joint Ventures

- Review of The Tools Used So Far
- The Content of a Strategy: Avoiding “Paralysis by Analysis”
- Putting a Strategic Plan together – The 5-Page Framework
- Strategies for Alliances and Joint Ventures
- Management of Alliances and Joint Ventures

## DAY 4

### Global Strategy, Team Building and the Management of Internal Communication

- The Essence of Globalization and Global Strategy
- Globalization – The Strategic Dimension
- Globalization – The Organizational Dimension
- Globalization – The Human Dimension
- How to Build and Manage a Strategic Planning Team
- Communicating Strategy through the Organization
- Gaining Your Team’s Commitment and Buy-in to the Strategy

## DAY 5

### Strategic Implementation and Getting the Value out of Strategy

- Alignment of Strategy, Culture, Structure, and People
- Effective Execution - Converting Strategic Analysis and Planning into Action
- Aligning and Linking Strategy with Operational Objectives
- Implementation – Getting Practical Things Done
- Creating Tomorrow’s Organization out of Today’s Organization
- Strategic Planning at a Personal Level
- Overview: The Complete Strategy Process
- Summary and Conclusions - The Corporate and Individual value of Strategic Planning

## Register or ask about this course online

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