# ADVANCED COURSE IN STRATEGIC PLANNING AND EXECUTIVE BRIEFING EXCELLENCE



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# Introduction

Advanced Course in Strategic Planning and Executive Briefing Excellence examines how senior professionals build strategy that executes and brief it so decision-makers act. This Training Course covers environmental analysis, strategy formulation, execution frameworks, and executive communication. Participants study SWOT, PESTLE, Porter's five forces, the Balanced Scorecard, OKRs, and the Pyramid Principle. Furthermore, the programme connects planning to presentation through strategy labs, execution mapping, and briefing simulations with coached video review. As a result, delegates leave able to build defensible strategy and deliver briefings that win approval.

# Advanced Course in Strategic Planning and Executive Briefing Excellence Course Objectives

- Define strategic planning and its link to execution.
- Apply SWOT, PESTLE, and Porter's five forces analysis.
- Set vision, mission, objectives, and strategic priorities.
- Build strategy maps and Balanced Scorecard frameworks.
- Translate strategy into OKRs, initiatives, and KPIs.
- Assess strategic risk and scenario exposure.
- Structure executive briefings using the Pyramid Principle.
- Write clear one-page briefs and decision papers.
- Present with executive presence and handle challenge.
- Review strategy execution and adjust through governance.

# Course Methodology

- Interactive workshops using real strategy and briefing files.

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- Environmental analysis and strategy formulation labs.
- Strategy map, Balanced Scorecard, and OKR design exercises.
- Executive briefing drafting and structure workshops.
- Presentation simulations with coached video review.
- Action planning that converts each session into a workplace commitment.

## Who Should Take This Course

- Senior managers and department heads.
- Strategy and planning professionals.
- Executive assistants and chiefs of staff.
- Programme and transformation leads.
- Finance business partners and analysts.
- Consultants and advisors on strategy.
- Professionals briefing senior leadership regularly.

## Advanced Course in Strategic Planning and Executive Briefing Excellence Course Outlines

## Day 1: Strategic Planning Foundations

- Defining strategy, planning, and execution.
- Strategic thinking versus operational planning.
- Vision, mission, and value statements.
- Levels of strategy: corporate, business, and functional.
- Stakeholder analysis and mandate definition.
- Governance of planning cycles and reviews.

- Building the planning framework and timetable.

## Day 2: Analysis and Strategy Formulation

- PESTLE and macro-environment scanning.
- Porter's five forces and competitive positioning.
- SWOT and TOWS matrix analysis.
- Scenario planning and strategic uncertainty.
- Strategic option generation and evaluation.
- Strategic risk assessment and mitigation.
- Strategy selection and prioritisation.

## Day 3: Execution Frameworks and Measurement

- Strategy maps and cause-and-effect logic.
- Balanced Scorecard: four perspectives design.
- Objectives, initiatives, and target setting.
- OKR design and cascade practice.
- KPI selection and performance dashboards.
- Resource alignment and budget linkage.
- Execution governance and review cadence.

## Day 4: Executive Briefing Structure and Content

- The Pyramid Principle and MECE structuring.
- Executive summary and one-page brief design.
- Decision papers versus information papers.
- Evidence presentation and data visualisation.

- Anticipating questions and objections.
- Options analysis and recommendation framing.
- Writing style: concise, active, and precise.

## Day 5: Delivery, Influence, and Review

- Executive presence and delivery technique.
- Handling challenge, interruption, and hostile questions.
- Virtual and in-person briefing differences.
- Stakeholder alignment before the meeting.
- Post-briefing follow-up and decision tracking.
- Strategy execution review and course correction.
- Personal action plan and continuous improvement.

## Conclusion

By successfully completing Advanced Course in Strategic Planning and Executive Briefing Excellence, participants will have acquired a practical command of strategic analysis, strategy formulation, execution frameworks, and executive communication. They will know how to build strategy that translates into initiatives and measures, and how to brief leadership with briefs that lead to decisions rather than debate. In addition, the course prepares delegates to handle challenge and follow up on commitments. As a result, they return to work ready to plan strategically and brief executively with confidence. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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# FAQs for the Advanced Course in Strategic Planning and Executive Briefing Excellence course

## Q1 What is the "Advanced Course in Strategic Planning and Executive Briefing Excellence" course about?

It is a five-day programme that develops strategic planning and executive briefing capability together. It covers environmental and competitive analysis, strategy formulation, strategy maps and Balanced Scorecard, OKRs and KPIs, briefing structure using the Pyramid Principle, and presentation delivery.

## Q2 What are the key benefits of the "Advanced Course in Strategic Planning and Executive Briefing Excellence" course?

Participants gain the ability to build strategy that executes rather than sits in a document, translate it into measurable initiatives, and brief leadership with papers that drive decisions. They also learn to handle challenge confidently and to track whether decisions were carried out.

## Q3 What skills will I gain from the "Advanced Course in Strategic Planning and Executive Briefing Excellence" course?

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Strategic analysis with SWOT, PESTLE, and Porter's five forces, strategy formulation with vision and priority setting, execution framework design with strategy maps, Balanced Scorecard, OKRs, and KPIs, and executive briefing with the Pyramid Principle and presentation delivery.

## Q4 What tools, methods, or standards are covered in the "Advanced Course in Strategic Planning and Executive Briefing Excellence" course?

The course covers vision, mission and value statement drafting, corporate, business and functional strategy levels, stakeholder analysis and mandate definition, PESTLE environmental scanning, Porter's five forces analysis, SWOT and TOWS matrix analysis, scenario planning methods, strategic option generation and evaluation, strategic risk assessment techniques, strategy maps and cause-and-effect logic, the Balanced Scorecard four perspectives, objective, initiative and target setting, OKR design and cascade methods, KPI selection and dashboard design, resource alignment and budget linkage, execution governance and review cadence, the Pyramid Principle and MECE structuring, executive summary and one-page brief formats, decision paper versus information paper design, evidence presentation and data visualisation practice, question and objection anticipation techniques, options analysis and recommendation framing, concise active writing standards, executive presence and delivery techniques, challenge and hostile question handling, virtual and in-person briefing differences, stakeholder alignment methods, post-briefing follow-up and decision tracking, and strategy execution review methods.

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# Q5 How is the "Advanced Course in Strategic Planning and Executive Briefing Excellence" course applied in real-world practice?

Delegates apply it through strategic plans, environmental analyses, SWOT and TOWS matrices, strategy maps, Balanced Scorecards, OKR sets, KPI dashboards, execution plans, one-page briefs, decision papers, board presentations, briefing notes, options analyses, decision trackers, and strategy review reports. They also use it to prepare leadership meetings, advise executives, and support planning cycles.