ADVANCED STRATEGIC PLANNING



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Introduction

Advanced Strategic Planning examines how organizations move from analysis to a strategy that actually changes what people do. This Training Course covers environmental scanning, competitive positioning, strategic choice, and execution architecture. Participants study PESTLE, Porter's five forces, SWOT and TOWS, scenario planning, the Balanced Scorecard, OKRs, and blue ocean and Ansoff matrices. Furthermore, the programme connects formulation to delivery through strategy labs, execution mapping, and governance design exercises. As a result, delegates leave able to build a strategy that is evidence-based, prioritised, and resourced rather than aspirational.

Advanced Strategic Planning Course Objectives

- Define strategy and distinguish it from planning and budgeting.
- Scan the macro-environment using PESTLE and scenario methods.
- Analyse competition with Porter's five forces and strategic groups.
- Assess internal capability with SWOT, TOWS, and value chain review.
- Formulate strategic options using Ansoff and blue ocean thinking.
- Evaluate options with financial and strategic criteria.
- Set vision, objectives, and measurable strategic priorities.
- Translate strategy into initiatives, OKRs, and KPIs.
- Build execution governance and review cadence.
- Manage strategic risk and sustain alignment over time.

Course Methodology

- Interactive workshops using real strategy documents and cases.
- Environmental and competitive analysis labs.
- Strategic option generation and evaluation exercises.

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- Strategy map and Balanced Scorecard design workshops.
- Execution governance and review simulation.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and corporate planning professionals.
- Senior managers and department heads.
- General managers and business unit leaders.
- Performance and transformation managers.
- Finance business partners and analysts.
- Consultants and advisors on strategy.
- Professionals leading planning cycles.

Advanced Strategic Planning Course Outlines

Day 1: Strategy Foundations and Thinking

- Defining strategy, planning, and budgeting differences.
- Levels of strategy: corporate, business, and functional.
- Schools of strategy and their practical implications.
- Vision, mission, values, and strategic intent.
- Stakeholder analysis and mandate definition.
- Governance of strategy cycles and reviews.
- Building the strategy framework and timetable.

Day 2: External and Internal Analysis

- PESTLE and macro-environment scanning.
- Porter's five forces and industry structure.
- Strategic group mapping and competitor analysis.
- Scenario planning for strategic uncertainty.
- SWOT and TOWS matrix construction.
- Value chain and capability assessment.
- Core competence and resource-based analysis.

Day 3: Strategy Formulation and Choice

- Ansoff growth matrix and diversification options.
- Blue ocean strategy and value innovation.
- Build, buy, and partner decisions.
- Portfolio analysis: BCG matrix and GE-McKinsey.
- Strategic option evaluation criteria.
- Financial appraisal of strategic options.
- Risk assessment and strategic trade-offs.

Day 4: Execution Architecture 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, budget linkage, and prioritisation.
- Execution governance and review cadence.

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Day 5: Change, Risk, and Strategy Review

- Change management models: Kotter and ADKAR.
- Stakeholder engagement and communication planning.
- Strategic risk registers and mitigation planning.
- Strategy review cycles and course correction.
- Benefits realisation and performance reporting.
- Building strategic capability in the organisation.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Advanced Strategic Planning, participants will have acquired a practical command of environmental and competitive analysis, strategy formulation, execution architecture, and strategy governance. They will know how to choose between strategic options with evidence, translate strategy into initiatives and measures, and keep execution on track through structured review. In addition, the course prepares delegates to manage strategic risk and organisational change together. As a result, they return to work ready to plan strategy that delivers rather than describes. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Advanced Strategic Planning course

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Q1 What is the "Advanced Strategic Planning" course about?

It is a five-day programme that covers how strategy is analysed, formulated, and executed. It covers PESTLE, Porter's five forces, SWOT and TOWS, scenario planning, Ansoff and blue ocean options, portfolio analysis, strategy maps and Balanced Scorecard, OKRs, execution governance, and strategy review.

Q2 What are the key benefits of the "Advanced Strategic Planning" course?

Participants gain the ability to build strategy on analysis rather than assumption, choose between options using financial and strategic criteria, and translate plans into initiatives with measurable targets. They also learn to align budgets and resources, manage strategic risk, and keep execution reviewed and corrected.

Q3 What skills will I gain from the "Advanced Strategic Planning" course?

Strategic analysis with PESTLE, five forces, and scenario methods, strategy formulation with Ansoff, blue ocean, and portfolio analysis, execution architecture with strategy maps, Balanced Scorecard, OKRs, and KPIs, and strategy governance with change management and benefits realisation.

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Q4 What tools, methods, or standards are covered in the "Advanced Strategic Planning" course?

The course covers corporate, business and functional strategy levels, schools of strategy, vision, mission and value statement drafting, stakeholder analysis and mandate definition, PESTLE environmental scanning, Porter's five forces and industry structure analysis, strategic group mapping, competitor analysis, scenario planning methods, SWOT and TOWS matrix construction, value chain and capability assessment, core competence and resource-based analysis, the Ansoff growth matrix, blue ocean strategy and value innovation, build, buy and partner decision frameworks, the BCG matrix and GE-McKinsey portfolio analysis, strategic option evaluation criteria, financial appraisal techniques for strategic options, strategic risk assessment, 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 design, the Kotter and ADKAR change management models, stakeholder engagement and communication planning, strategic risk registers and mitigation planning, strategy review cycle design, benefits realisation and performance reporting, and strategic capability building methods.

Q5 How is the "Advanced Strategic Planning" course applied in real-world practice?

Delegates apply it through strategic plans, environmental analyses, five forces assessments, SWOT and TOWS matrices, scenario plans, option appraisals, portfolio reviews, strategy maps, Balanced Scorecards, OKR sets, KPI dashboards, execution plans, risk registers, communication plans, review reports, and benefits trackers. They also use it to brief boards and executive committees and to lead annual and multi-year planning cycles.