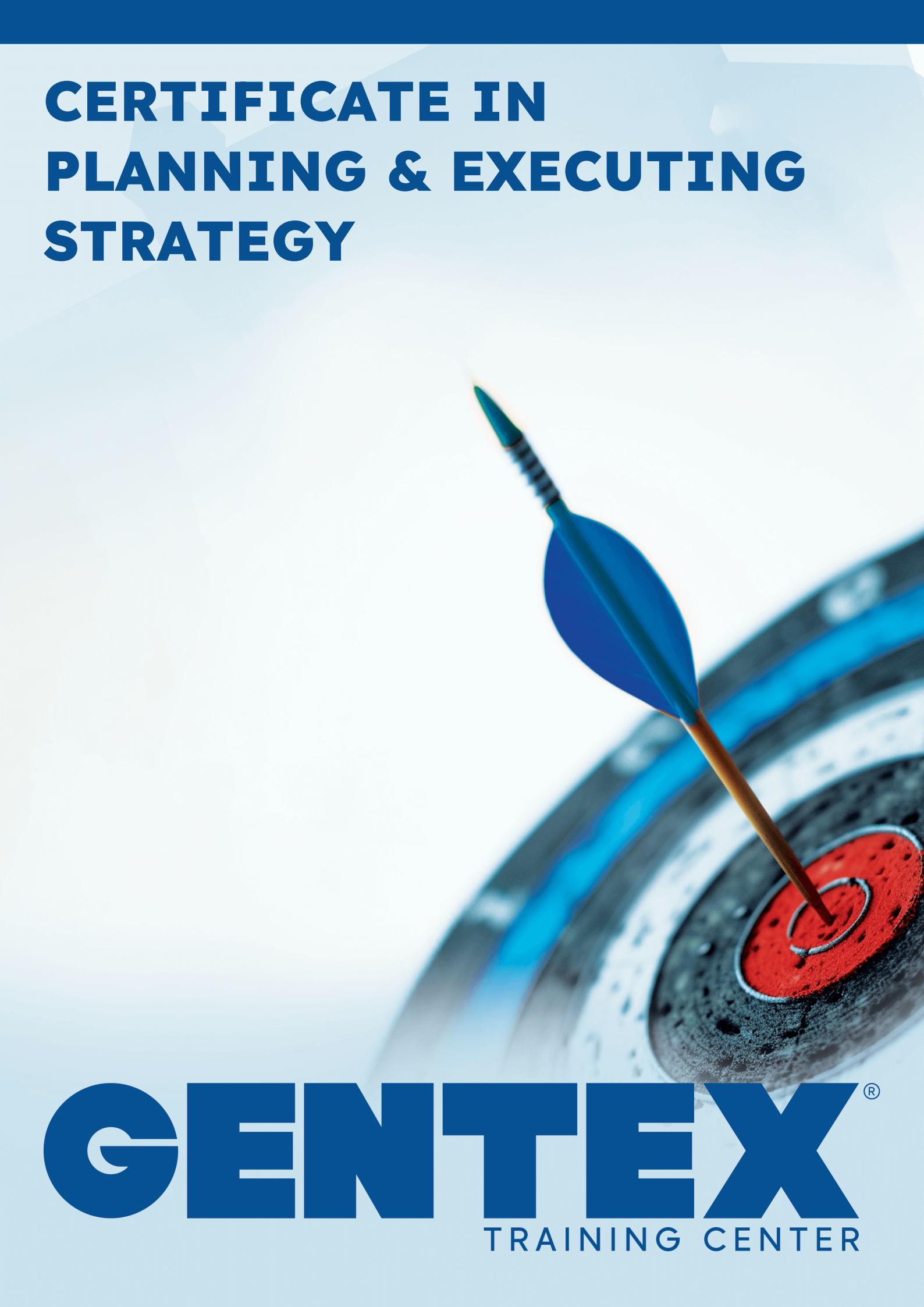
CERTIFICATE IN PLANNING & EXECUTING STRATEGY



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Introduction

Certificate in Planning and Executing Strategy examines how organizations formulate strategy and then make it happen through priorities, measures, and accountability. This Training Course covers strategic analysis, choice, deployment, and execution governance. Participants study the Kaplan and Norton strategy map and Balanced Scorecard, PESTLE and SWOT analysis, Porter's Five Forces and Generic Strategies, the Value Chain and VRIO analysis, Blue Ocean Strategy, Ansoff's growth matrix, Hoshin Kanri catchball and the X-matrix, OKRs, the McKinsey 7S framework, Kotter's change model, the EFQM Model, initiative prioritisation and portfolio balancing, KPI dictionaries with formula, source, owner and frequency, Statistical Process Control with control charts and run rules, and benefits realisation management. Furthermore, the programme connects formulation to execution through strategy mapping labs, deployment workshops, and execution review simulations. As a result, delegates leave able to plan strategy and carry it through to measurable delivery.

Certificate in Planning & Executing Strategy Course Objectives

- Define strategy, strategic planning, and execution management.
- Apply PESTLE and SWOT analysis to build strategic context.
- Apply Porter's Five Forces and Generic Strategies to competitive positioning.
- Apply the Value Chain and VRIO analysis to capability assessment.
- Apply Blue Ocean Strategy and Ansoff's matrix to growth choices.
- Build strategy maps with cause-and-effect logic.
- Deploy strategy with Hoshin Kanri catchball and the X-matrix.
- Align initiatives, budgets, and resources to strategic priorities.
- Build KPI dictionaries and measure strategic performance.
- Govern execution, manage change, and realise benefits.

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Course Methodology

- Interactive workshops using real strategy and deployment files.
- Strategic analysis and strategy mapping labs.
- Deployment mapping and catchball negotiation exercises.
- Initiative prioritisation and KPI design workshops.
- Execution review and course correction simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and corporate planning directors.
- Department heads and business unit leaders.
- PMO and transformation programme managers.
- Performance and excellence officers.
- Finance and budget planning staff.
- Change and organisational development leads.
- Consultants supporting strategy engagements.

Certificate in Planning & Executing Strategy Course Outlines

Day 1: Strategic Context and Analysis

- Strategy, strategic planning, and execution management defined.
- PESTLE and SWOT analysis for external and internal context.
- Porter's Five Forces and Generic Strategies for positioning.

- The Value Chain and VRIO analysis for capability assessment.
- Stakeholder analysis and strategic issues identification.
- Common failures: strategy as a document, no deployment, no owner.
- Building the strategic context pack.

Day 2: Strategic Choice and Direction

- Mission, vision, and values as strategic anchors.
- Blue Ocean Strategy and value innovation principles.
- Ansoff's growth matrix and portfolio choices.
- Strategic options evaluation and scenario testing.
- Strategic objectives and success criteria definition.
- The McKinsey 7S framework for organisational alignment.
- Building the strategic choice pack.

Day 3: Strategy Mapping and Deployment

- The Kaplan and Norton strategy map and cause-and-effect logic.
- Balanced Scorecard perspectives and objective hierarchy.
- Hoshin Kanri catchball and the X-matrix for deployment.
- OKRs as a complementary goal system.
- Initiative and project portfolio alignment to objectives.
- Budget and resource alignment to strategic priorities.
- Building the strategy map and deployment pack.

Day 4: Measurement and Execution Control

- KPI dictionary construction: definition, formula, source, owner, frequency.

- Leading versus lagging strategic indicators.
- Target setting with baselines, entitlements, and benchmarks.
- Statistical Process Control with control charts and run rules.
- Dashboards and tiered strategic review design.
- Decision rules, escalation triggers, and action ownership.
- Building the measurement and control pack.

Day 5: Change, Governance, and Benefits

- Kotter's change model and the EFQM Model in transformation.
- The 4 Disciplines of Execution and lead measures.
- Benefits realisation management and benefit mapping.
- Governing the strategy cycle and refresh triggers.
- Preventing gaming: metric distortion and initiative overload.
- Communicating strategy across the organization.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Certificate in Planning and Executing Strategy, participants will have acquired a practical command of strategic analysis, choice, mapping, deployment, measurement, and execution governance. They will know how to turn analysis into a small set of strategic objectives, deploy them with real ownership through catchball and the X-matrix, and measure progress with indicators that drive course correction. In addition, the course prepares delegates to govern the strategy cycle and refresh it when the environment shifts. As a result, they return to work ready to plan strategy and execute it with discipline. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Certificate in Planning & Executing Strategy course

Q1 What is the "Certificate in Planning & Executing Strategy" course about?

It is a five-day programme on formulating strategy and making it happen through priorities, measures, and accountability. It covers PESTLE and SWOT analysis, Porter's Five Forces, the Value Chain and VRIO, the Balanced Scorecard and strategy maps, Hoshin Kanri catchball and the X-matrix, KPI dictionaries, and benefits realisation.

Q2 What are the key benefits of the "Certificate in Planning & Executing Strategy" course?

Participants gain the ability to turn analysis into a small set of strategic objectives, deploy them with real ownership through catchball and the X-matrix, and measure progress with indicators that drive course correction. They also learn to govern the strategy cycle and refresh it when the environment shifts.

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Q3 What skills will I gain from the "Certificate in Planning & Executing Strategy" course?

Strategic analysis with PESTLE and SWOT application, Porter's Five Forces and Generic Strategies use, Value Chain and VRIO assessment, and stakeholder analysis, strategic choice with mission, vision and values translation, Blue Ocean Strategy application, Ansoff matrix evaluation, scenario testing, and McKinsey 7S alignment assessment, and mapping, deployment and governance with strategy map construction, Balanced Scorecard perspective design, Hoshin Kanri catchball facilitation, X-matrix construction, OKR integration, initiative and budget alignment, KPI dictionary construction, target setting with baselines and benchmarks, control chart application, run rule interpretation, dashboard and tiered review design, decision rule design, Kotter change model application, EFQM alignment, the 4 Disciplines of Execution, benefits realisation management, strategy cycle governance, and anti-gaming practice.

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Q4 What tools, methods, or standards are covered in the "Certificate in Planning & Executing Strategy" course?

The course covers strategy, strategic planning and execution management defined, PESTLE and SWOT analysis for external and internal context, Porter's Five Forces and Generic Strategies for positioning, the Value Chain and VRIO analysis for capability assessment, stakeholder analysis and strategic issues identification, common failures across strategy as a document, no deployment and no owner, mission, vision and values as strategic anchors, Blue Ocean Strategy and value innovation principles, Ansoff's growth matrix and portfolio choices, strategic options evaluation and scenario testing, strategic objectives and success criteria definition, the McKinsey 7S framework for organisational alignment, the Kaplan and Norton strategy map and cause-and-effect logic, Balanced Scorecard perspectives and objective hierarchy, Hoshin Kanri catchball and the X-matrix for deployment, OKRs as a complementary goal system, initiative and project portfolio alignment to objectives, budget and resource alignment to strategic priorities, KPI dictionary construction across definition, formula, source, owner and frequency, leading versus lagging strategic indicators, target setting with baselines, entitlements and benchmarks, Statistical Process Control with control charts and run rules, dashboards and tiered strategic review design, decision rules, escalation triggers and action ownership, Kotter's change model and the EFQM Model in transformation, the 4 Disciplines of Execution and lead measures, benefits realisation management and benefit mapping, governing the strategy cycle and refresh triggers, preventing gaming across metric distortion and initiative overload, and communicating strategy across the organization.

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Q5 How is the "Certificate in Planning & Executing Strategy" course applied in real-world practice?

Delegates apply it through strategic context packs, PESTLE and SWOT analyses, Five Forces assessments, Generic Strategy position statements, value chain maps, VRIO assessments, stakeholder analyses, strategic issue registers, mission, vision and values statements, Blue Ocean canvases, Ansoff matrix evaluations, strategic option papers, scenario analyses, strategic objective registers, success criteria sheets, McKinsey 7S alignment assessments, strategy maps, Balanced Scorecard frameworks, objective hierarchies, catchball negotiation records, X-matrix deployment charts, OKR alignment documents, initiative portfolios, prioritisation matrices, budget alignment papers, resource allocation plans, KPI dictionaries, formula documentation sheets, indicator balance sheets, baseline records, entitlement estimates, benchmarking references, target-setting documents, control charts, run rule assessments, strategic dashboards, tiered review structures, review agendas, decision logs, escalation matrices, action registers, change management plans, Kotter step records, EFQM self-assessment notes, wildly important goal statements, lead measure sets, accountability cadence schedules, benefits realisation registers, benefit maps, strategy cycle calendars, strategy refresh plans, gaming risk assessments, and strategy communication plans. They also use it to chair strategy reviews and to present strategic performance to boards and executive committees.