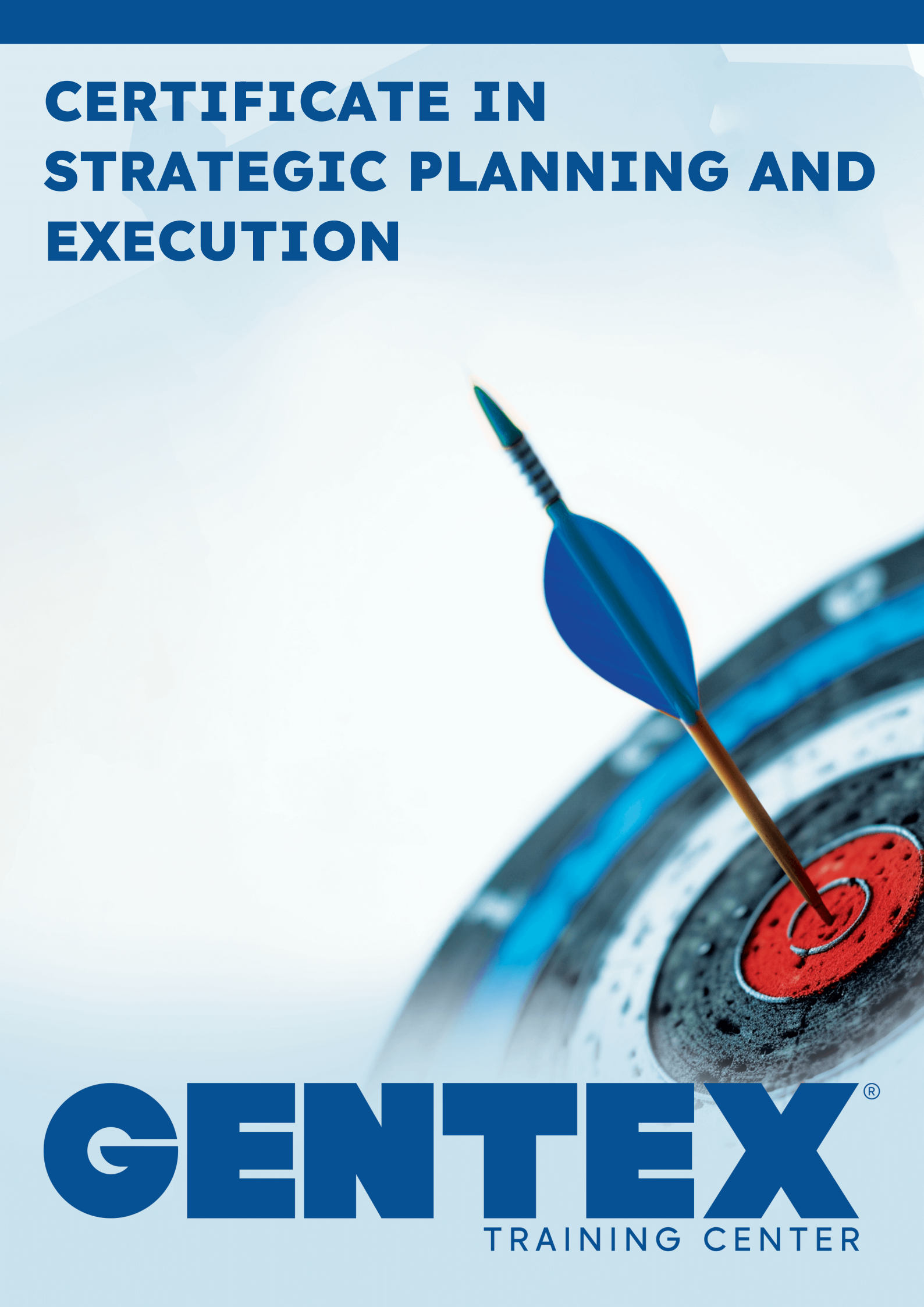
CERTIFICATE IN STRATEGIC PLANNING AND EXECUTION



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TRAINING CENTER

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Introduction

Certificate in Strategic Planning and Execution examines how organizations build a strategy and then carry it through to measurable results. This Training Course covers environmental analysis, strategy formulation, execution architecture, and performance review. Participants study PESTLE, Porter's five forces, SWOT and TOWS, the Balanced Scorecard, OKRs, DMAIC improvement, and strategic risk registers. Furthermore, the programme connects planning to delivery through strategy labs, execution mapping, and review simulation. As a result, delegates leave able to write a plan that gets approved and run it so outcomes actually change.

Certificate in Strategic Planning and Execution Course Objectives

- Define strategy, planning, and execution as one connected cycle.
- Scan the environment using PESTLE, five forces, and scenarios.
- Assess internal capability with SWOT, TOWS, and value chain review.
- Formulate strategy and set vision, objectives, and priorities.
- Translate strategy into initiatives, OKRs, and KPIs.
- Design execution governance and review cadence.
- Align resources, budgets, and accountability to priorities.
- Manage strategic risk and interdependence across functions.
- Apply improvement methods to remove execution blockers.
- Report performance and correct course with evidence.

Course Methodology

- Interactive workshops using real strategy and execution files.

- Environmental and competitive analysis labs.
- Strategy map, Balanced Scorecard, and OKR design exercises.
- Execution governance and review simulation.
- DMAIC and root cause improvement workshops.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and corporate planning professionals.
- Department heads and senior managers.
- Programme and transformation managers.
- Performance management specialists.
- Finance business partners and analysts.
- Project managers with strategic responsibility.
- Professionals leading planning or delivery cycles.

Certificate in Strategic Planning and Execution Course Outlines

Day 1: Planning Foundations and Strategy Thinking

- Defining strategy, planning, and execution differences.
- Levels of strategy: corporate, business, and functional.
- Vision, mission, values, and strategic intent.
- Stakeholder analysis and mandate definition.
- Governance of planning and review cycles.
- Ethics and accountability in strategy work.

- Building the planning framework and timetable.

Day 2: Environmental and Internal Analysis

- PESTLE and macro-environment scanning.
- Porter's five forces and industry structure analysis.
- Scenario planning and axes of uncertainty.
- SWOT and TOWS matrix construction.
- Value chain and capability assessment.
- Competitor analysis and benchmarking.
- Strategic risk identification and assessment.

Day 3: Strategy Formulation and Choice

- Strategic option generation methods.
- Ansoff growth matrix and portfolio logic.
- Evaluation criteria: financial, strategic, and risk.
- Investment appraisal: payback, NPV, and IRR.
- Prioritisation, sequencing, and trade-offs.
- Business case development for initiatives.
- Strategy selection and approval documentation.

Day 4: Execution Architecture and Governance

- Strategy maps and cause-and-effect logic.
- Balanced Scorecard perspectives and measure design.
- OKR design and cascade discipline.
- Initiative portfolios and milestone planning.

- Resource alignment and budget linkage.
- Execution governance and review cadence design.
- Accountability, ownership, and escalation routes.

Day 5: Performance, Improvement, and Course Correction

- Performance dashboards and leading indicators.
- Benefits realisation and impact measurement.
- DMAIC and root cause analysis for execution blockers.
- Change management: Kotter and ADKAR.
- Course correction methods and decision rules.
- Reporting to leadership and oversight bodies.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Certificate in Strategic Planning and Execution, participants will have acquired a practical command of environmental analysis, strategy formulation, execution architecture, and performance review. They will know how to build a plan with defensible logic, translate it into initiatives and measures, and keep delivery on track through governance and correction. In addition, the course prepares delegates to remove execution blockers and report results credibly. As a result, they return to work ready to plan and execute strategy as one discipline. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Certificate in Strategic Planning and Execution course

Q1 What is the "Certificate in Strategic Planning and Execution" course about?

It is a five-day programme that covers the full strategy cycle from analysis to delivery. It covers environmental and competitive analysis, strategy formulation and choice, strategy maps, Balanced Scorecard, OKRs and KPIs, execution governance, performance dashboards, improvement methods, and course correction.

Q2 What are the key benefits of the "Certificate in Strategic Planning and Execution" course?

Participants gain the ability to build strategy on evidence, translate it into initiatives with measurable targets, and set up governance that keeps delivery moving. They also learn to fix execution blockers with improvement methods and to report performance so leaders can correct course early.

Q3 What skills will I gain from the "Certificate in Strategic Planning and Execution" course?

Strategic analysis with PESTLE, five forces, and scenario methods, strategy formulation with option evaluation and investment appraisal, execution architecture with strategy maps, Balanced Scorecard, OKRs, and KPI design, and performance management with DMAIC improvement and course correction.

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

The course covers corporate, business and functional strategy levels, vision, mission and value statement drafting, stakeholder analysis and mandate definition, planning and review cycle governance, PESTLE environmental scanning, Porter's five forces analysis, scenario planning and axes of uncertainty, SWOT and TOWS matrix construction, value chain and capability assessment, competitor analysis and benchmarking, strategic risk identification, strategic option generation methods, the Ansoff growth matrix, portfolio logic, evaluation criteria covering financial, strategic and risk dimensions, payback, NPV and IRR appraisal, prioritisation and sequencing methods, business case development, strategy maps and cause-and-effect logic, Balanced Scorecard perspectives and measure design, OKR design and cascade discipline, initiative portfolio and milestone planning, resource alignment and budget linkage, execution governance and review cadence design, accountability and escalation route design, performance dashboard and leading indicator design, benefits realisation and impact measurement, DMAIC and root cause analysis methods, the Kotter and ADKAR change management models, course correction methods and decision rules, and leadership and oversight reporting formats.

Q5 How is the "Certificate in Strategic Planning and Execution" course applied in real-world practice?

Delegates apply it through strategic plans, environmental analyses, SWOT and TOWS matrices, scenario sets, option appraisals, business cases, strategy maps, Balanced Scorecards, OKR sets, KPI dashboards, initiative portfolios, governance terms of reference, risk registers, improvement project charters, course correction papers, and performance reports. They also use it to brief boards and executive committees and to run annual and multi-year planning cycles.