# DIGITAL-AGE STRATEGIC PLANNING FRAMEWORKS



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GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

# Introduction

Digital-Age Strategic Planning Frameworks examines how organizations plan strategy when technology cycles, platform economics, and customer expectations move faster than annual planning cycles. This Training Course covers modern planning frameworks, platform thinking, and adaptive execution. Participants study Wardley Mapping, the Three Horizons model, the Business Model Canvas, OKRs, scenario planning, and the Cynefin framework. Furthermore, the programme connects frameworks to decisions through mapping labs, framework comparison exercises, and adaptive planning simulations. As a result, delegates leave able to choose the right framework for the right decision and plan strategy that stays relevant between reviews.

# Digital-Age Strategic Planning Frameworks Course Objectives

- Define strategic planning in a digital environment.
- Select frameworks fit for the decision and horizon involved.
- Apply Wardley Mapping to evolve value chains and platforms.
- Use the Three Horizons model to balance today and tomorrow.
- Map business models and platform economics with the Business Model Canvas.
- Apply scenario planning and Cynefin for uncertainty.
- Set objectives and measures with OKRs and Balanced Scorecard.
- Design adaptive planning cycles and review cadence.
- Govern digital initiatives through portfolios and stage gates.
- Measure strategic progress and re-plan with evidence.

# Course Methodology

- Interactive workshops using real digital strategy and mapping files.

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- Wardley Mapping and value chain evolution labs.
- Framework comparison and selection exercises.
- Adaptive planning cycle and OKR design workshops.
- Scenario and Cynefin decision simulations.
- Action planning that converts each session into a workplace commitment.

## Who Should Take This Course

- Strategy and planning leaders in digital organizations.
- Digital and technology strategists.
- Business architects and enterprise architects.
- Transformation and innovation managers.
- Product and platform strategy owners.
- Programme and portfolio leaders.
- Consultants advising on digital strategy.

## Digital-Age Strategic Planning Frameworks Course Outlines

## Day 1: Strategic Planning in the Digital Age

- Why traditional planning cycles struggle in digital contexts.
- Continuous planning, rolling horizons, and adaptive strategy.
- Frameworks overview: Wardley, Three Horizons, Canvas, OKRs.
- Choosing frameworks by decision type and horizon.
- Stakeholder expectations and speed of change.
- Governance of adaptive planning.

- Building the framework selection framework.

## Day 2: Wardley Mapping and Value Chain Evolution

- Wardley Mapping principles and axes.
- Mapping user needs, value chains, and components.
- Evolution stages: genesis, custom, product, commodity.
- Identifying inertia, commoditisation, and disruption points.
- Build, buy, and partner decisions from the map.
- Platform and ecosystem mapping.
- Climatic and gameplay patterns.

## Day 3: Horizons, Scenarios, and Uncertainty

- The Three Horizons model in digital portfolios.
- Scenario planning and axes of uncertainty.
- Cynefin framework: simple to chaotic decisions.
- Ambidexterity: exploiting and exploring together.
- Weak signal monitoring and early warning.
- Decision rules for different uncertainty levels.
- Planning under platform and technology volatility.

## Day 4: Business Models, Platforms, and Value

- Business Model Canvas and platform business models.
- Network effects, multi-sided markets, and monetisation.
- Value proposition design for digital services.
- Ecosystem and partnership strategy.

- Data as an asset and network advantage.
- Digital pricing and subscription models.
- Business case and investment appraisal for digital bets.

## Day 5: Adaptive Execution, OKRs, and Re-planning

- OKR design and cascade discipline.
- Balanced Scorecard for digital measures.
- Adaptive planning cycles and review cadence.
- Portfolio governance, stage gates, and funding.
- Benefits realisation and value tracking.
- Re-planning triggers and course correction.
- Personal action plan and continuous improvement.

## Conclusion

By successfully completing Digital-Age Strategic Planning Frameworks, participants will have acquired a practical command of Wardley Mapping, Three Horizons, scenario methods, business model analysis, and adaptive execution frameworks. They will know how to choose the framework that fits the decision, map value chains that reveal where to invest, and run planning cycles that adapt as conditions change. In addition, the course prepares delegates to govern digital portfolios and measure strategic progress credibly. As a result, they return to work ready to plan strategy that survives contact with a fast-moving market. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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# FAQs for the Digital-Age Strategic Planning Frameworks course

## Q1 What is the "Digital-Age Strategic Planning Frameworks" course about?

It is a five-day programme that explains how strategy is planned in fast-moving digital settings. It covers modern planning frameworks, Wardley Mapping, Three Horizons, scenario planning, Cynefin, platform business models, OKRs, and adaptive execution and re-planning.

## Q2 What are the key benefits of the "Digital-Age Strategic Planning Frameworks" course?

Participants gain the ability to pick the right framework for each decision rather than applying one method to everything, map value chains to see where commoditisation and opportunity sit, and plan in cycles that adjust as evidence arrives. They also learn to govern digital portfolios and measure strategic progress.

## Q3 What skills will I gain from the "Digital-Age Strategic Planning Frameworks" course?

Framework selection matched to decision type and horizon, Wardley Mapping with value chain evolution and build-buy-partner analysis, scenario and Cynefin-based decision-making with uncertainty rules, and adaptive execution with OKRs, Balanced Scorecard, and re-planning triggers.

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## Q4 What tools, methods, or standards are covered in the "Digital-Age Strategic Planning Frameworks" course?

The course covers continuous planning, rolling horizon and adaptive strategy concepts, framework selection criteria by decision type and horizon, Wardley Mapping principles and axes, user need, value chain and component mapping, evolution stages from genesis to commodity, inertia, commoditisation and disruption point analysis, build, buy and partner decision logic, platform and ecosystem mapping, climatic and gameplay pattern analysis, the Three Horizons model, scenario planning and axes of uncertainty, the Cynefin framework, ambidexterity models, weak signal monitoring and early warning indicator design, uncertainty-specific decision rules, Business Model Canvas and platform business model design, network effects and multi-sided market analysis, monetisation and digital pricing models, subscription model design, value proposition design for digital services, ecosystem and partnership strategy, data asset and network advantage analysis, business case and investment appraisal for digital bets, OKR design and cascade discipline, Balanced Scorecard measure design for digital, adaptive planning cycle and review cadence design, portfolio governance, stage gates and funding models, benefits realisation and value tracking, and re-planning trigger and course correction methods.

## Q5 How is the "Digital-Age Strategic Planning Frameworks" course applied in real-world practice?

Delegates apply it through framework selection guides, Wardley Maps, value chain evolution diagrams, build-buy-partner recommendations, scenario sets, uncertainty decision rules, business model canvases, platform economics models, value propositions, OKR sets, Balanced Scorecards, planning cycle designs, portfolio governance frameworks, stage gate criteria, KPI dashboards, and re-planning papers. They also use it to brief executive teams and to run rolling planning reviews.