FUNDAMENTALS OF STRATEGIC PLANNING



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Introduction

Fundamentals of Strategic Planning examines how organizations build a clear plan that connects where they are now to where they intend to be. This Training Course covers environmental analysis, direction setting, objective design, and plan monitoring. Participants study PESTLE, SWOT, Porter's five forces, SMART objectives, the Balanced Scorecard, and basic investment appraisal methods. Furthermore, the programme connects analysis to a written plan through planning labs, objective-setting exercises, and plan review simulations. As a result, delegates leave able to produce a strategic plan that teams understand and can act on.

Fundamentals of Strategic Planning Course Objectives

- Define strategic planning and its place in management practice.
- Explain the difference between strategy, planning, and budgeting.
- Scan the external environment using PESTLE and SWOT.
- Analyse competition with Porter's five forces basics.
- Write vision, mission, and value statements clearly.
- Set SMART objectives and measurable targets.
- Identify strategic initiatives and assign ownership.
- Build a plan structure with timelines and milestones.
- Monitor progress using KPIs and simple dashboards.
- Review and update the plan through structured cycles.

Course Methodology

- Interactive workshops using real organizational plans and cases.
- Environmental scanning and SWOT analysis labs.
- Vision, mission, and objective-setting exercises.

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- Initiative identification and plan drafting workshops.
- KPI design and plan review simulation.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- New managers and supervisors.
- Departmental planning officers.
- Team leaders taking planning responsibility.
- Administrative and coordination staff.
- Project coordinators and assistants.
- Finance and performance support staff.
- Professionals new to strategic planning.

Fundamentals of Strategic Planning Course Outlines

Day 1: Strategic Planning Foundations

- Defining strategic planning and its purpose.
- Strategy, planning, budgeting, and forecasting differences.
- Levels of planning: corporate, departmental, and team.
- The planning cycle and its stages.
- Stakeholders and their expectations.
- Governance and approval of plans.
- Building the planning framework and timetable.

Day 2: Understanding the Environment

- PESTLE and external environment analysis.
- SWOT analysis: strengths, weaknesses, opportunities, threats.
- Porter's five forces introduction.
- Competitor and stakeholder mapping.
- Internal capability review.
- Identifying strategic issues and priorities.
- Documenting assumptions and evidence.

Day 3: Setting Direction and Objectives

- Vision, mission, and values statements.
- SMART objective writing.
- Target setting and measurement basics.
- Aligning objectives across departments.
- Prioritising objectives and initiatives.
- Resource and budget implications.
- Building the strategic objective framework.

Day 4: Building the Strategic Plan

- Plan structure and section design.
- Initiative definition and ownership assignment.
- Timelines, milestones, and dependencies.
- Action planning and work breakdown.
- Resource requirements and budget alignment.
- Risk identification and mitigation planning.
- Writing and presenting the plan.

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Day 5: Monitoring, Review, and Improvement

- KPI selection and measurement.
- Simple dashboards and progress reports.
- Review meeting routines and escalation.
- Corrective action and plan adjustment.
- Communication and stakeholder updates.
- Lessons learned and plan renewal.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Fundamentals of Strategic Planning, participants will have acquired a practical command of environmental analysis, direction setting, objective design, and plan monitoring. They will know how to build a plan from evidence rather than assumption, set objectives that can be measured, and track delivery through simple review routines. In addition, the course prepares delegates to communicate plans clearly to their teams. As a result, they return to work ready to contribute to planning with confidence and structure. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Fundamentals of Strategic Planning course

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Q1 What is the "Fundamentals of Strategic Planning" course about?

It is a five-day programme that explains how a strategic plan is built and used. It covers environmental analysis, vision and objective setting, initiative identification, plan structure, timelines and milestones, KPI monitoring, and plan review and renewal.

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

Participants gain the ability to analyse their environment with simple frameworks, write objectives that can actually be measured, and build a plan their teams understand and follow. They also learn to monitor progress with KPIs and to adjust plans when results fall short.

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

Environmental scanning with PESTLE, SWOT, and five forces basics, direction setting with vision and SMART objective writing, plan building with initiative definition and milestone planning, and performance monitoring with KPI design and review routines.

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

The course covers strategic planning definitions and the planning cycle, corporate, departmental and team planning levels, stakeholder expectation analysis, plan governance and approval routes, PESTLE external environment analysis, SWOT analysis, Porter's five forces introduction, competitor and stakeholder mapping, internal capability review, strategic issue identification, vision, mission and value statement writing, SMART objective formulation, target setting and measurement basics, objective alignment across departments, prioritisation methods, resource and budget implication analysis, plan structure and section design, initiative definition and ownership assignment, timeline, milestone and dependency planning, action planning and work breakdown structure, budget alignment, risk identification and mitigation planning, KPI selection and measurement, simple dashboard and progress report design, review meeting and escalation routines, corrective action and plan adjustment methods, communication and stakeholder update practice, and lessons learned and plan renewal methods.

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

Delegates apply it through environmental scans, SWOT analyses, vision and mission drafts, SMART objective sets, initiative registers, action plans, work breakdown structures, milestone schedules, resource plans, risk lists, KPI trackers, progress reports, and plan review notes. They also use it to brief their teams and to prepare departmental planning submissions.