PROFESSIONAL CERTIFICATE IN STRATEGY & STRATEGIC PLANNING



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

Introduction

Professional Certificate in Strategy & Strategic Planning examines how organizations analyse their position, formulate strategic direction, and convert it into plans with owners, measures, and review routines. This Training Course covers external and internal analysis, strategy choice, planning architecture, and execution governance. Participants study PESTLE, Porter's five forces and generic strategies, SWOT and TOWS, Ansoff's matrix, the Balanced Scorecard, OKRs, and strategic risk registers. Furthermore, the programme connects formulation to plan delivery through strategy labs, plan-building workshops, and execution review simulations. As a result, delegates leave able to build a strategy and the plan that delivers it.

Professional Certificate in Strategy & Strategic Planning Course Objectives

- Define strategy, strategic planning, and their relationship.
- Apply PESTLE, five forces, and scenario analysis to the environment.
- Assess internal capability with VRIO and value chain review.
- Select competitive strategies: cost, differentiation, and focus.
- Evaluate growth options with Ansoff and portfolio logic.
- Set vision, strategic objectives, and measurable targets.
- Build planning architecture with initiatives and milestones.
- Design Balanced Scorecard, OKR, and KPI frameworks.
- Align resources, budgets, and accountability to priorities.
- Govern execution and report strategic performance.

Course Methodology

- Interactive workshops using real strategy and planning files.

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- Environmental and competitive analysis labs.
- Strategy choice and option appraisal exercises.
- Plan architecture and initiative 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 business unit heads.
- Planning officers and analysts.
- Performance and transformation managers.
- Finance business partners and analysts.
- Consultants advising on strategy and planning.
- Professionals preparing for strategic roles.

Professional Certificate in Strategy & Strategic Planning Course Outlines

Day 1: Strategy and Planning Foundations

- Defining strategy, strategic planning, and budgeting.
- Levels: corporate, business, functional, and operational.
- Vision, mission, values, and strategic intent.
- Stakeholder analysis and strategic legitimacy.
- Governance of strategy and planning cycles.
- Ethics and accountability in strategy work.

- Building the strategy and planning framework.

Day 2: Environmental and Internal Analysis

- PESTLE and megatrend environmental scanning.
- Porter's five forces and industry structure.
- Scenario planning and uncertainty handling.
- VRIO and resource-based analysis.
- Value chain and capability assessment.
- SWOT, TOWS, and strategic gap analysis.
- Competitor analysis and benchmarking.

Day 3: Strategy Formulation and Choice

- Porter's generic strategies: cost, differentiation, and focus.
- Ansoff growth matrix and diversification logic.
- Build, buy, and partner decisions.
- Portfolio analysis: BCG matrix and GE-McKinsey.
- Blue ocean strategy and value innovation.
- Strategic option evaluation criteria.
- Documenting strategy and the business case.

Day 4: Strategic Planning Architecture

- Plan structure: vision, objectives, initiatives, and measures.
- Work breakdown and initiative definition.
- Milestones, dependencies, and sequencing.
- Balanced Scorecard and OKR framework design.

- KPI selection and measurement design.
- Resource, budget, and headcount alignment.
- Risk registers and interdependency mapping.

Day 5: Execution, Governance, and Review

- Execution governance and decision rights.
- Review cadence and performance dialogue.
- Corrective action design and decision rules.
- Change management: Kotter and ADKAR.
- Benefits realisation and strategy reporting.
- Plan renewal and course correction.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Professional Certificate in Strategy & Strategic Planning, participants will have acquired a practical command of strategic analysis, strategy formulation, planning architecture, and execution governance. They will know how to build strategy on evidence, translate it into plans with owners and measures, and govern delivery through reviews that keep commitments honest. In addition, the course prepares delegates to align resources and manage the change strategy demands. As a result, they return to work ready to plan and deliver strategy with structure and confidence. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Professional Certificate in Strategy & Strategic Planning course

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

It is a five-day programme that connects strategy formulation with the planning system that delivers it. It covers environmental and internal analysis, competitive strategy and growth options, planning architecture with initiatives and milestones, Balanced Scorecard, OKR and KPI design, governance, and review.

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

Participants gain the ability to build strategy on evidence, convert it into plans with named owners and measurable targets, and govern delivery through reviews that surface problems early. They also learn to align budgets and accountability behind strategic priorities.

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

Strategic analysis with PESTLE, five forces, scenario, and VRIO methods, strategy formulation with option evaluation and business case development, strategic planning architecture with initiative, milestone, Balanced Scorecard, OKR, and KPI design, and execution governance with performance review and course correction.

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

The course covers strategy, strategic planning and budgeting distinctions, corporate, business, functional and operational levels, vision, mission, value and strategic intent drafting, stakeholder legitimacy analysis, governance of strategy and planning cycles, PESTLE and megatrend scanning, Porter's five forces analysis, scenario planning methods, VRIO and resource-based analysis, value chain and capability assessment, SWOT, TOWS and strategic gap analysis, competitor analysis and benchmarking, Porter's generic strategies of cost, differentiation and focus, the Ansoff growth matrix, build, buy and partner decision frameworks, the BCG matrix and GE-McKinsey portfolio analysis, blue ocean strategy and value innovation, strategic option evaluation criteria, strategy documentation and business case structure, plan structure design across vision, objectives, initiatives and measures, work breakdown and initiative definition, milestone, dependency and sequencing planning, Balanced Scorecard and OKR framework design, KPI selection and measurement design, resource, budget and headcount alignment, risk register and interdependency mapping, execution governance and decision rights design, review cadence and performance dialogue design, corrective action design and decision rules, the Kotter and ADKAR change management models, benefits realisation and strategy reporting, and plan renewal and course correction methods.

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

Delegates apply it through strategic analyses, five forces assessments, scenario sets, SWOT and TOWS matrices, option appraisals, business cases, strategic plans, initiative registers, milestone schedules, Balanced Scorecards, OKR sets, KPI frameworks, resource plans, risk registers, governance terms of reference, performance dashboards, and strategy review reports. They also use it to brief executive committees and boards and to run annual planning cycles.