

STRATEGIC MANAGEMENT AND CORPORATE PLANNING MASTERCLASS



GENTEX[®]
TRAINING CENTER



Introduction

Strategic Management and Corporate Planning Masterclass Training Course prepares professionals to set corporate direction and build the plans that deliver it. Participants learn how to analyse markets, choose where to compete, and connect strategy with budgets, capabilities, and performance. The program combines strategic frameworks with practical work on planning cycles, portfolio choices, and execution governance. As a result, learners gain a complete method for turning corporate ambition into a funded, coordinated plan. Furthermore, the course strengthens financial judgement, risk oversight, and the leadership needed to keep strategy alive through the year.

Strategic Management and Corporate Planning Masterclass Course Objectives

- Analyse the external environment using PESTLE, Porter's Five Forces, and scenario planning.
- Apply core strategy frameworks including the resource-based view (RBV) and value chain analysis.
- Choose competitive positioning with Porter's generic strategies and blue ocean thinking.
- Evaluate growth and portfolio options with the Ansoff matrix and BCG matrix.
- Run a corporate planning cycle from diagnosis to approved plan.
- Translate strategy using the Balanced Scorecard, strategy maps, and OKRs.
- Align budgets, resources, and investment cases with strategic priorities.
- Apply stage-gate governance and investment appraisal (NPV, IRR) to corporate decisions.
- Assess strategic risk with risk registers and scenario-based contingency plans.
- Measure strategic performance with KPIs, baselines, and review triggers.

Course Methodology



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- Interactive sessions built on real corporate strategy and planning cases.
- Workshops on environmental analysis, strategy choice, and portfolio review.
- Group work on strategy maps, planning cycles, and investment cases.
- Hands-on practice with Balanced Scorecard, KPIs, and scenario planning.
- Simulation of executive planning reviews and resource allocation debates.
- Facilitator feedback and peer review on corporate strategy documents.

Who Should Take This Course

- Strategy directors, corporate planners, and planning managers.
- Senior managers and business unit leaders with planning duties.
- Finance and business partnering professionals supporting strategy.
- Corporate development and M&A specialists.
- PMO and performance management staff.
- Consultants supporting strategy formulation and corporate planning.

Strategic Management and Corporate Planning Masterclass Course Outlines

Day 1: Strategic Analysis and Competitive Context

- Strategic management concepts and levels of strategy.
- Environmental analysis with PESTLE and Porter's Five Forces.
- Competitor analysis and strategic group mapping.
- Value chain analysis and activity-based advantage.
- Resource-based view (RBV) and core competence.
- Scenario planning and strategic uncertainty.



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- Case discussion: a corporate strategy under pressure.

Day 2: Strategy Choice and Corporate Portfolio

- Porter's generic strategies: cost leadership, differentiation, and focus.
- Blue ocean strategy and value innovation.
- Ansoff matrix for growth direction.
- BCG matrix for portfolio and investment decisions.
- Diversification, synergy, and corporate parenting advantage.
- Mergers, acquisitions, and partnership strategy.
- Workshop: choosing a strategic direction for a corporation.

Day 3: The Corporate Planning Cycle

- Planning cycle stages: diagnosis, formulation, approval, delivery.
- Setting strategic objectives and planning assumptions.
- Long-range planning and rolling forecast practices.
- Strategic initiative selection and prioritisation.
- Investment cases with NPV, IRR, and payback appraisal.
- Aligning budgets and headcount with strategy.
- Exercise: building a corporate planning calendar and template.

Day 4: Translation, Alignment, and Governance

- Strategy maps and the Balanced Scorecard cascade.
- OKRs as a delivery mechanism at corporate level.
- Performance agreements and accountability structures.
- Stage-gate governance and investment committee practice.



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- Strategic risk registers and contingency planning.
- Resource allocation and portfolio rebalancing debates.
- Simulation: an executive planning review with trade-offs.

Day 5: Performance, Review, and Strategic Leadership

- Strategic KPIs, baselines, and review triggers.
- Performance dashboards and corporate reporting.
- Reviewing strategy when assumptions break down.
- Adaptive strategy and enterprise agility.
- Leading strategy communication across the organization.
- Institutionalizing planning discipline and learning loops.
- Capstone: presenting a complete corporate strategic plan.

Conclusion

By successfully completing Strategic Management and Corporate Planning Masterclass, participants will gain a practical command of strategy formulation, corporate planning, and execution governance. They will acquire skills in environmental analysis, strategy choice, portfolio appraisal, and performance measurement. Gentex Training Center designs the program to help professionals build corporate plans that survive contact with reality and deliver measurable results.

FAQs





Q1 What is the "Strategic Management and Corporate Planning Masterclass" course about?

It covers how to set corporate direction and turn it into a funded, coordinated plan. The course spans environmental analysis, strategy choice and portfolio decisions, the planning cycle, strategy translation with scorecards, governance, and strategic performance measurement.

Q2 What are the key benefits of the "Strategic Management and Corporate Planning Masterclass" course?

You gain a complete method for connecting strategy, budgets, and delivery. The course improves strategic analysis, sharpens portfolio and investment decisions, strengthens planning discipline, and gives management a clear way to review whether strategy is actually working.

Q3 What skills will I gain from the "Strategic Management and Corporate Planning Masterclass" course?

You will develop four core skills: strategic analysis and environmental scanning, strategy formulation and portfolio choice, corporate planning and resource alignment, and strategy translation with performance measurement and governance.



Q4 What tools, methods, or standards are covered in the "Strategic Management and Corporate Planning Masterclass" course?

The course covers PESTLE, Porter's Five Forces, strategic group mapping, value chain analysis, the resource-based view (RBV), Porter's generic strategies, blue ocean strategy, the Ansoff matrix, the BCG matrix, scenario planning, strategy maps, the Balanced Scorecard, OKRs, NPV and IRR investment appraisal, stage-gate governance, risk registers, and strategic KPIs with baselines and review triggers.

Q5 How is the "Strategic Management and Corporate Planning Masterclass" course applied in real-world practice?

Participants apply it to real work such as preparing a three-year corporate plan, reviewing a business unit portfolio, building an investment case for approval, and running a mid-year strategy review. The same methods support budget submissions and merger or partnership assessments.