

# **STRATEGIC MANAGEMENT EXECUTIVE PROGRAM :STRATEGIC THINKING, PLANNING, AND EXECUTION**



**GENTEX<sup>®</sup>**  
TRAINING CENTER



## Introduction

Strategic Management Executive Program: Strategic Thinking, Planning, and Execution Training Course builds the three capabilities executives need in sequence. Participants learn how to think strategically, convert that thinking into a funded plan, and then drive the plan through the organization. The program combines strategy frameworks with practical work on planning cycles, alignment, and delivery governance. As a result, learners gain a continuous method rather than three disconnected skills. Furthermore, the course strengthens competitive judgement, resource discipline, and the leadership presence that keeps execution honest.

## Strategic Management Executive Program: Strategic Thinking, Planning, and Execution Course Objectives

- Apply strategic thinking habits including systems perspective and long-term framing.
- Analyse competitive environments using PESTLE, Porter's Five Forces, and scenario planning.
- Apply core strategy frameworks including the resource-based view (RBV) and value chain analysis.
- Choose positioning with Porter's generic strategies and blue ocean thinking.
- Run a corporate planning cycle from diagnosis to approved plan.
- Translate strategy with strategy maps, the Balanced Scorecard, and OKRs.
- Assess strategic investments with NPV, IRR, and risk-adjusted appraisal.
- Apply stage-gate governance and investment committee discipline.
- Set strategic KPIs and key risk indicators (KRIs) with baselines and targets.
- Lead execution through alignment, decision rights, and disciplined review.

## Course Methodology



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- Executive case discussions on strategic thinking, planning, and delivery.
- Strategy workshops using PESTLE, Five Forces, and portfolio tools.
- Group work on planning cycles, strategy maps, and investment cases.
- Hands-on practice with Balanced Scorecard, OKRs, and KRI dashboards.
- Simulation of executive planning reviews and course-correction decisions.
- Executive coaching and peer feedback on strategic leadership practice.

## Who Should Take This Course

- Executives, managing directors, and general managers.
- Senior vice presidents and functional directors.
- Strategy directors and corporate planning leaders.
- Business unit heads with planning and delivery responsibility.
- Senior finance and business partnering leaders.
- Consultants and advisors supporting executive strategy work.

## Strategic Management Executive Program: Strategic Thinking, Planning, and Execution Course Outlines

### Day 1: Strategic Thinking and Competitive Insight

- What strategic thinking is and how it differs from planning.
- Systems perspective, mental models, and long-term framing.
- Environmental analysis with PESTLE and Porter's Five Forces.
- Competitor analysis and strategic group mapping.
- Value chain analysis and the resource-based view (RBV).
- Scenario planning and reasoning under uncertainty.





- Case discussion: a strategy that misread its market.

## Day 2: Strategy Choice and Business Model Design

- Porter's generic strategies: cost leadership, differentiation, and focus.
- Blue ocean strategy and value innovation.
- Business model canvas and value proposition design.
- The Ansoff matrix for growth direction.
- The BCG matrix for portfolio and investment decisions.
- Trade-offs, focus, and avoiding being stuck in the middle.
- Workshop: defining a strategic direction for a business.

## Day 3: Corporate Planning and Resource Alignment

- Planning cycle stages: diagnosis, formulation, approval, delivery.
- Setting strategic objectives and planning assumptions.
- Initiative selection, prioritisation, and sequencing.
- Investment cases with NPV, IRR, and payback appraisal.
- Aligning budgets, headcount, and capability with strategy.
- Planning assumptions review and rolling forecasts.
- Exercise: building a corporate planning calendar and template.

## Day 4: Execution Architecture and Governance

- Strategy maps and the Balanced Scorecard cascade.
- OKRs at executive level and quarterly review cadence.
- Decision rights, RACI, and accountability structures.
- Stage-gate governance and investment committee practice.

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- Strategic risk registers and contingency planning.
- Change leadership for strategy implementation.
- Simulation: an executive review with resource trade-offs.

## Day 5: Performance, Adaptation, and Strategic Leadership

- Strategic KPIs and key risk indicators (KRIs) with baselines and targets.
- Dashboards, scorecards, and executive reporting.
- Review triggers and adaptive strategy practice.
- Leading strategy communication across the organization.
- Stakeholder engagement with boards, investors, and regulators.
- Institutionalizing strategy discipline and learning loops.
- Capstone: presenting an integrated strategy, plan, and execution roadmap.

## Conclusion

By successfully completing Strategic Management Executive Program: Strategic Thinking, Planning, and Execution, participants will gain a continuous command of how strategy is thought through, planned, and delivered. They will acquire skills in competitive analysis, planning discipline, execution architecture, and strategic performance measurement. Gentex Training Center designs the program to help executives connect insight to action without losing rigor at either stage.





## FAQs

### Q1 What is the "Strategic Management Executive Program: Strategic Thinking, Planning, and Execution" course about?

It builds the full strategic chain thinking, planning, and execution in one program. The course covers competitive analysis, strategy choice, planning cycles, strategy translation with scorecards, execution governance, and strategic performance measurement at executive level.

### Q2 What are the key benefits of the "Strategic Management Executive Program: Strategic Thinking, Planning, and Execution" course?

You gain a continuous method rather than three disconnected skills. The course sharpens competitive judgement, improves planning discipline and resource alignment, strengthens delivery governance, and gives executives a rigorous way to review whether strategy is working.

### Q3 What skills will I gain from the "Strategic Management Executive Program: Strategic Thinking, Planning, and Execution" course?

You will develop four core skills: strategic thinking and competitive analysis, strategy formulation and business model design, corporate planning and resource alignment, and execution architecture with strategic performance measurement.



## Q4 What tools, methods, or standards are covered in the "Strategic Management Executive Program: Strategic Thinking, Planning, and Execution" course?

The program 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 business model canvas, the Ansoff matrix, the BCG matrix, scenario planning, strategy maps, the Balanced Scorecard, OKRs, RACI and decision rights, NPV and IRR appraisal, stage-gate governance, risk registers, and strategic KPIs and KRIs with baselines and targets.

## Q5 How is the "Strategic Management Executive Program: Strategic Thinking, Planning, and Execution" course applied in real-world practice?

Participants apply it to real executive work such as framing a strategic direction, preparing a three-year corporate plan, approving a major investment, and running a quarterly execution review. The same methods support board papers and restructuring decisions.