STRATEGIC PLANNING AND EXECUTIVE BRIEFING EXCELLENCE



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Introduction

Strategic Planning and Executive Briefing Excellence examines how professionals shape strategy and then present it so decision-makers act on it. This Training Course covers strategic analysis, option framing, briefing design, and executive communication discipline. Participants study PESTLE, SWOT and TOWS, the Balanced Scorecard, the Pyramid Principle, SCQA structuring, Minto-style argument design, and board paper conventions. Furthermore, the programme connects analysis to persuasion through briefing labs, executive presentation practice, and question-handling simulations. As a result, delegates leave able to prepare briefings that are short, accurate, and decisive.

Strategic Planning and Executive Briefing Excellence Course Objectives

- Define strategic planning and its link to executive decision-making.
- Scan the environment using PESTLE, SWOT, and TOWS.
- Frame strategic options with criteria and trade-offs.
- Apply the Pyramid Principle and SCQA structuring.
- Design one-page briefs and board papers to standard.
- Set clear recommendations with supporting evidence.
- Build exhibits, charts, and dashboards that inform.
- Deliver briefings confidently within tight time limits.
- Handle challenge questions and hostile scrutiny.
- Follow up decisions, actions, and accountability.

Course Methodology

- Interactive workshops using real strategy and briefing files.

- Analysis and option framing labs.
- Briefing structure and board paper drafting exercises.
- Executive presentation practice with timed delivery.
- Question-handling and challenge simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and planning professionals.
- Executive assistants and board secretaries.
- Directors preparing board and committee papers.
- Senior analysts and business partners.
- Programme and transformation leads.
- Communications and investor relations staff.
- Managers who brief senior leadership regularly.

Strategic Planning and Executive Briefing Excellence Course Outlines

Day 1: Strategic Planning Foundations for Executives

- Defining strategy, planning, and executive decision needs.
- Levels of strategy and decision horizons.
- Vision, objectives, and strategic priorities.
- Stakeholder and governance mapping.
- What executives actually need from analysis.
- Ethics and accuracy in executive reporting.

- Building the planning and briefing framework.

Day 2: Analysis and Strategic Option Framing

- PESTLE and macro-environment scanning.
- SWOT and TOWS analysis for option generation.
- Porter's five forces and competitive positioning.
- Scenario planning and uncertainty handling.
- Evaluation criteria: financial, strategic, and risk.
- Trade-off framing and recommendation logic.
- Documenting options with evidence.

Day 3: Briefing Structure and Board Papers

- The Pyramid Principle: answer first, support after.
- SCQA structuring: situation, complication, question, answer.
- Minto-style argument and evidence layering.
- One-page briefs and executive summaries.
- Board paper conventions and decision requests.
- Exhibits, charts, and dashboard design.
- Compliance, confidentiality, and record keeping.

Day 4: Delivery, Presence, and Question Handling

- Executive presentation structure and timing.
- Message discipline and headline discipline.
- Voice, pace, and body language practice.
- Handling challenge questions under pressure.

- Managing hostile or sceptical audiences.
- Virtual and hybrid briefing techniques.
- Rehearsal, feedback, and refinement cycles.

Day 5: Decision Follow-Up and Continuous Improvement

- Recording decisions, owners, and deadlines.
- Action tracking and accountability routines.
- Post-briefing reviews and lessons capture.
- Adapting briefings for boards, regulators, and investors.
- Building an executive briefing library.
- Measuring briefing effectiveness.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Strategic Planning and Executive Briefing Excellence, participants will have acquired a practical command of strategic analysis, option framing, briefing structure, and executive delivery. They will know how to compress complex analysis into a clear recommendation, build board papers that meet governance standards, and defend their position under challenge. In addition, the course prepares delegates to track decisions and improve each briefing through structured review. As a result, they return to work ready to influence executive decisions with clarity and evidence. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

LEARN BOLD. **LEAD BEYOND**
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FAQs for the Strategic Planning and Executive Briefing Excellence course

Q1 What is the "Strategic Planning and Executive Briefing Excellence" course about?

It is a five-day programme that links strategy development to executive communication. It covers environmental and competitive analysis, option framing, the Pyramid Principle and SCQA structuring, board paper conventions, one-page briefs, presentation delivery, question handling, and decision follow-up routines.

Q2 What are the key benefits of the "Strategic Planning and Executive Briefing Excellence" course?

Participants gain the ability to present complex analysis as a clear recommendation, produce board papers that satisfy governance expectations, and hold their position when challenged. They also learn to design exhibits that communicate quickly and to track decisions so recommendations become action.

Q3 What skills will I gain from the "Strategic Planning and Executive Briefing Excellence" course?

Strategic analysis with PESTLE, SWOT, TOWS, and scenario methods, option framing with evaluation criteria and trade-off logic, briefing design with the Pyramid Principle, SCQA structuring, board paper conventions, and exhibit design, and executive delivery with message discipline, question handling, and decision follow-up.

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Q4 What tools, methods, or standards are covered in the "Strategic Planning and Executive Briefing Excellence" course?

The course covers strategy levels and decision horizon mapping, vision, objective and strategic priority setting, stakeholder and governance mapping, executive information needs analysis, ethics and accuracy in executive reporting, planning and briefing framework design, PESTLE environmental scanning, SWOT and TOWS analysis, Porter's five forces and competitive positioning, scenario planning and uncertainty handling, evaluation criteria across financial, strategic and risk dimensions, trade-off framing and recommendation logic, option documentation with evidence, the Pyramid Principle, SCQA structuring, Minto-style argument and evidence layering, one-page brief and executive summary design, board paper conventions and decision request writing, exhibit, chart and dashboard design, compliance, confidentiality and record keeping requirements, executive presentation structure and timing, message and headline discipline, voice, pace and body language practice, challenge question handling, hostile and sceptical audience management, virtual and hybrid briefing techniques, rehearsal and feedback cycles, decision, owner and deadline recording, action tracking and accountability routines, post-briefing review and lessons capture, board, regulator and investor briefing adaptation, executive briefing library construction, and briefing effectiveness measurement.

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Q5 How is the "Strategic Planning and Executive Briefing Excellence" course applied in real-world practice?

Delegates apply it through strategic option papers, executive summaries, one-page briefs, board and committee papers, decision request notes, exhibit packs, dashboard designs, briefing decks, speaking notes, Q&A preparation sheets, decision logs, action trackers, and post-briefing review notes. They also use it to prepare executives for regulator, investor, and media engagements.