STRATEGIC PLANNING & GOAL SETTING



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Introduction

Strategic Planning & Goal Setting examines how organizations turn ambition into goals that people can actually work toward and measure. This Training Course covers environmental analysis, goal design, objective cascade, and performance review. Participants study PESTLE, SWOT and TOWS, SMART and FAST goal frameworks, OKRs, the Balanced Scorecard, and Locke and Latham's goal-setting theory. Furthermore, the programme connects goal design to delivery through planning labs, objective cascade exercises, and review simulations. As a result, delegates leave able to set goals that are clear, owned, and tracked to completion.

Strategic Planning & Goal Setting Course Objectives

- Define strategic planning and the role of goal setting within it.
- Apply PESTLE, SWOT, and TOWS to planning context.
- Write vision, mission, and value statements clearly.
- Apply SMART and FAST frameworks to goal design.
- Align individual goals with team and organizational objectives.
- Build OKR and KPI frameworks with measurable targets.
- Apply the Balanced Scorecard across four perspectives.
- Assign owners, milestones, and deadlines to goals.
- Design review routines and progress dialogues.
- Correct course when performance diverges from target.

Course Methodology

- Interactive workshops using real planning and goal files.
- Environmental scanning and SWOT analysis labs.
- Goal writing and target-setting exercises.

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- OKR, KPI, and Balanced Scorecard design workshops.
- Progress review and corrective action simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Managers and team leaders setting team goals.
- Strategy and planning officers and analysts.
- Departmental planners and coordinators.
- HR professionals running goal-setting cycles.
- Project and programme managers.
- Finance business partners and analysts.
- Professionals new to planning and objective setting.

Strategic Planning & Goal Setting Course Outlines

Day 1: Planning and Goal-Setting Foundations

- Defining strategic planning and its business purpose.
- Planning hierarchy: vision, objectives, goals, and tasks.
- Goal-setting theory: commitment, feedback, and difficulty.
- Common goal-setting errors and their consequences.
- Stakeholders and planning legitimacy.
- Governance of planning and goal cycles.
- Building the planning and goal framework.

Day 2: Understanding Context Before Setting Goals

- PESTLE and external environment analysis.
- SWOT and TOWS analysis for goal priorities.
- Internal capability and resource review.
- Benchmarking and comparative assessment.
- Identifying strategic issues and gaps.
- Prioritising areas for goal setting.
- Documenting assumptions and evidence.

Day 3: Designing Goals That Work

- Vision, mission, and value statement writing.
- SMART goal formulation with clarity tests.
- FAST goals: frequently discussed, ambitious, specific, transparent.
- Target setting: baselines, stretch, and realism.
- Alignment of individual, team, and organisational goals.
- Ownership assignment and accountability.
- Documenting goals and success criteria.

Day 4: Measurement Frameworks and Planning

- Balanced Scorecard perspectives and measure design.
- OKR design and cascade discipline.
- KPI selection and measurement definitions.
- Milestones, timelines, and dependencies.
- Resource and budget alignment to goals.
- Risk identification and mitigation planning.
- Building the goal tracking and reporting pack.

Day 5: Review, Feedback, and Course Correction

- Review cadence and progress dialogue design.
- Feedback, coaching, and goal adjustment practice.
- Handling missed targets and renegotiation.
- Scoreboards, dashboards, and visual tracking.
- Recognition, motivation, and goal commitment.
- Learning reviews and cycle improvement.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Strategic Planning & Goal Setting, participants will have acquired a practical command of context analysis, goal design, measurement frameworks, and review routines. They will know how to set goals that are specific, owned, and realistically achievable, align them across levels, and track them so problems surface early. In addition, the course prepares delegates to give feedback and adjust goals without losing commitment. As a result, they return to work ready to plan and set goals with structure and clarity. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Strategic Planning & Goal Setting course

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Q1 What is the "Strategic Planning & Goal Setting" course about?

It is a five-day programme that explains how goals are designed inside a strategic planning system. It covers context analysis, goal-setting theory, SMART and FAST goal design, objective cascade, OKR, KPI, and Balanced Scorecard frameworks, and review and correction routines.

Q2 What are the key benefits of the "Strategic Planning & Goal Setting" course?

Participants gain the ability to write goals that are clear and measurable, align individual and team goals with organisational strategy, and build tracking routines that reveal problems early. They also learn to give feedback and adjust goals without undermining commitment.

Q3 What skills will I gain from the "Strategic Planning & Goal Setting" course?

Context analysis with PESTLE, SWOT, and TOWS, goal design with SMART, FAST, and target-setting methods, measurement framework design with Balanced Scorecard, OKR, and KPI construction, and performance review with feedback practice and course correction.

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Q4 What tools, methods, or standards are covered in the "Strategic Planning & Goal Setting" course?

The course covers the planning hierarchy from vision to tasks, goal-setting theory including commitment, feedback and goal difficulty, common goal-setting error analysis, stakeholder and planning legitimacy mapping, planning and goal cycle governance, PESTLE environmental scanning, SWOT and TOWS analysis, internal capability and resource review, benchmarking and comparative assessment, strategic issue and gap identification, SMART goal formulation with clarity testing, the FAST goal framework, baseline, stretch and realism target setting, individual, team and organisational goal alignment, ownership and accountability assignment, success criteria documentation, the Balanced Scorecard four perspectives and measure design, OKR design and cascade discipline, KPI selection and measurement definition, milestone, timeline and dependency planning, resource and budget alignment, risk identification and mitigation planning, review cadence and progress dialogue design, feedback, coaching and goal adjustment practice, missed target and renegotiation handling, scoreboard, dashboard and visual tracking design, recognition and motivation practice, and learning review and cycle improvement methods.

Q5 How is the "Strategic Planning & Goal Setting" course applied in real-world practice?

Delegates apply it through environmental scans, SWOT and TOWS analyses, vision and mission drafts, SMART and FAST goal sets, target tables, objective cascade maps, OKR sets, KPI definitions, Balanced Scorecards, milestone plans, resource alignment notes, risk lists, tracking dashboards, review agendas, feedback notes, and goal adjustment records. They also use it to run goal-setting cycles and to brief teams on objectives and progress.