# STRATEGIC THINKING, ANALYSIS AND PLANNING



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# Introduction

Strategic Thinking, Analysis and Planning examines how professionals move from raw information to a defensible plan that organizations can execute. This Training Course covers analytical reasoning, environmental assessment, option evaluation, and planning design. Participants study PESTLE, Porter's five forces, SWOT and TOWS, VRIO, decision matrices, scenario planning, the Balanced Scorecard, and OKR design. Furthermore, the programme connects analysis to action through analytical labs, option appraisal workshops, and planning simulations. As a result, delegates leave able to reason clearly about complex situations and produce plans that survive scrutiny and deliver results.

# Strategic Thinking, Analysis and Planning Course Objectives

- Define strategic thinking, analysis, and planning as one process.
- Apply structured analytical reasoning to complex problems.
- Scan the environment using PESTLE and five forces.
- Assess internal position with SWOT, TOWS, and VRIO.
- Evaluate strategic options with criteria and matrices.
- Test assumptions and handle uncertainty with scenarios.
- Translate analysis into objectives, initiatives, and measures.
- Design Balanced Scorecard and OKR frameworks.
- Align resources, owners, and milestones to priorities.
- Communicate analysis so decision-makers act on it.

# Course Methodology

- Interactive workshops using real strategy and analysis files.

- Analytical reasoning and root cause labs.
- Environmental and competitive analysis exercises.
- Option appraisal and decision matrix workshops.
- Planning simulation with timed review rounds.
- Action planning that converts each session into a workplace commitment.

## Who Should Take This Course

- Strategy and planning professionals.
- Business analysts and researchers.
- Department heads and senior managers.
- Programme and transformation leads.
- Finance business partners and analysts.
- Consultants and internal advisors.
- Managers preparing for strategic roles.

## Strategic Thinking, Analysis and Planning Course Outlines

## Day 1: Strategic Thinking Foundations

- Defining strategic thinking, analysis, and planning.
- Operational versus strategic reasoning.
- Mental models, assumptions, and blind spots.
- Cognitive biases that distort analysis.
- Structured analytical reasoning models.
- Systems thinking and cause-effect logic.

- Building the analytical framework.

## Day 2: Environmental and Internal Analysis

- PESTLE and macro-environment scanning.
- Porter's five forces and industry structure.
- Stakeholder analysis and power mapping.
- SWOT and TOWS matrix construction.
- VRIO, value chain, and capability review.
- Competitor analysis and benchmarking.
- Documenting evidence and assumptions.

## Day 3: Option Evaluation and Decision Analysis

- Strategic option generation methods.
- Scenario planning and uncertainty testing.
- Evaluation criteria: impact, feasibility, and risk.
- Decision matrices and weighted scoring.
- Cost-benefit and investment appraisal basics.
- Trade-off analysis and opportunity cost.
- Recommendation documentation and logic.

## Day 4: Planning Design and Measurement

- From objectives to initiatives and workstreams.
- Strategy maps and cause-and-effect logic.
- Balanced Scorecard perspectives and measure design.
- OKR design and cascade discipline.

- KPI selection and measurement definition.
- Milestones, owners, and resource alignment.
- Risk identification and mitigation planning.

## Day 5: Communication, Review, and Adaptation

- Structuring analysis for decision-makers.
- The Pyramid Principle and answer-first writing.
- Data visualisation and exhibit design basics.
- Review cadence and progress dialogue.
- Corrective action and re-prioritisation rules.
- Plan refresh and learning routines.
- Personal action plan and continuous improvement.

## Conclusion

By successfully completing Strategic Thinking, Analysis and Planning, participants will have acquired a practical command of analytical reasoning, environmental and internal assessment, option evaluation, and planning design. They will know how to question assumptions, weigh options with structured criteria, and translate analysis into objectives, measures, and milestones others can deliver. In addition, the course prepares delegates to present analysis in a form decision-makers act on and to revise plans as conditions change. As a result, they return to work ready to think, analyse, and plan with rigour. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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# FAQs for the Strategic Thinking, Analysis and Planning course

## Q1 What is the "Strategic Thinking, Analysis and Planning" course about?

It is a five-day programme that links analytical reasoning to strategic planning. It covers environmental and internal analysis, option generation and appraisal with decision matrices, scenario planning, strategy maps, Balanced Scorecard and OKR design, KPI selection, and review and adaptation routines.

## Q2 What are the key benefits of the "Strategic Thinking, Analysis and Planning" course?

Participants gain the ability to reason through complex situations with structure, question assumptions that limit their options, and evaluate choices against clear criteria rather than instinct. They also learn to convert analysis into measurable plans and to present it so decision-makers act quickly.

## Q3 What skills will I gain from the "Strategic Thinking, Analysis and Planning" course?

Structured analytical reasoning with systems thinking and root cause techniques, environmental and internal analysis with PESTLE, five forces, SWOT, TOWS, and VRIO, option evaluation with decision matrices, scenario planning, and trade-off analysis, and planning and measurement design with strategy maps, Balanced Scorecard, OKR, and KPI frameworks.

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## Q4 What tools, methods, or standards are covered in the "Strategic Thinking, Analysis and Planning" course?

The course covers operational versus strategic reasoning distinctions, mental model, assumption and blind spot analysis, cognitive bias awareness, structured analytical reasoning models, systems thinking and cause-effect logic, PESTLE environmental scanning, Porter's five forces and industry structure analysis, stakeholder analysis and power mapping, SWOT and TOWS matrix construction, VRIO, value chain and capability review, competitor analysis and benchmarking, evidence and assumption documentation, strategic option generation methods, scenario planning and uncertainty testing, evaluation criteria covering impact, feasibility and risk, decision matrices and weighted scoring, cost-benefit and investment appraisal basics, trade-off analysis and opportunity cost, recommendation logic documentation, objective-to-initiative translation, strategy maps and cause-and-effect logic, Balanced Scorecard perspectives and measure design, OKR design and cascade discipline, KPI selection and measurement definition, milestone, owner and resource alignment, risk identification and mitigation planning, analysis structuring for decision-makers, the Pyramid Principle and answer-first writing, data visualisation and exhibit design basics, review cadence and progress dialogue design, corrective action and re-prioritisation rules, and plan refresh and learning routine design.

## Q5 How is the "Strategic Thinking, Analysis and Planning" course applied in real-world practice?

Delegates apply it through analytical papers, PESTLE scans, five forces assessments, SWOT and TOWS matrices, VRIO reviews, stakeholder power maps, scenario sets, option appraisals, decision matrices, cost-benefit notes, strategy maps, Balanced Scorecards, OKR sets, KPI dictionaries, milestone plans, risk registers, executive summaries, review agendas, corrective action notes, and plan refresh documents. They also use it to brief decision-makers and to run planning workshops.

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