

# STRATEGIC THINKING, ANALYSIS & BUSINESS PLANNING

Amsterdam - Netherlands  
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\$6,000



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

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## Introduction

Strategic thinking and business planning are essential capabilities for any organization aiming to achieve long-term success and sustainable growth. This intensive 5-day training course empowers professionals to develop the mindset, tools, and techniques necessary to assess complex environments, identify opportunities, mitigate risks, and craft clear, actionable business strategies. Participants will learn how to analyze internal and external dynamics, align planning with corporate objectives, and drive informed decision-making. Through a blend of theoretical frameworks and practical applications, this course ensures participants can think strategically, assess trends, prioritize resources, and translate analysis into effective business planning. Whether you are leading a team, managing a department, or contributing to cross-functional initiatives, this program equips you with the knowledge to create competitive advantages and strategic alignment.

## Strategic Thinking, Analysis & Business Planning Course Objectives

- Understand the core principles of strategic thinking and their application in business environments.
- Conduct effective internal and external environmental analysis using SWOT, PESTLE, and competitive analysis frameworks.
- Align strategic objectives with organizational mission, vision, and long-term goals.
- Apply structured thinking models to solve complex business problems.
- Formulate strategic plans based on data, trends, and performance indicators.
- Build integrated business plans with clear objectives, timelines, and measurable outcomes.
- Enhance organizational resilience and agility through proactive planning and risk management.
- Translate analysis into decisions that support innovation, growth, and operational excellence.



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## Course Methodology

This course uses a blend of instructor-led presentations, case studies, group discussions, business simulation exercises, and planning workshops to enhance learning and practical application.

## Who Should Take This Course

- Department heads and senior supervisors
- Strategic planners and analysts
- Business development professionals
- Project managers and team leaders
- Professionals involved in organizational planning and performance

## Strategic Thinking, Analysis & Business Planning Course Outlines

### Day 1: Fundamentals of Strategic Thinking

- Introduction to strategic thinking and systems thinking
- Characteristics of strategic vs. tactical approaches
- Strategic roles in today's business environment
- Understanding decision-making under uncertainty
- Developing a strategic mindset

### Day 2: Strategic Analysis Techniques

- Overview of environmental scanning



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- Applying SWOT, PESTLE, and Porters Five Forces
- Internal capabilities vs. external challenges
- Identifying critical success factors (CSFs)
- Competitor and stakeholder analysis

## Day 3: Business Planning Frameworks

- Linking strategy to business plans
- Strategic goal-setting and key performance indicators (KPIs)
- Developing SMART objectives and strategic maps
- Identifying strategic initiatives and priorities
- Budgeting and resource allocation in planning

## Day 4: Strategic Decision-Making and Risk

- Decision-making models and tools
- Risk assessment in strategic planning
- Scenario planning and forecasting
- Integrating change management into planning
- Crisis response and contingency planning

## Day 5: Building and Presenting Strategic Business Plans

- Developing and structuring a business plan document
- Executive summaries, financials, and action plans
- Communicating plans to stakeholders
- Leading strategy implementation
- Monitoring, evaluation, and continuous improvement



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## Conclusion

By successfully completing the Strategic Thinking, Analysis & Business Planning course with Gentex Training Center, participants will acquire the practical tools, frameworks, and confidence needed to contribute to strategic decision-making and planning processes in their organizations. They will be able to think critically, assess complex challenges, and implement business strategies that lead to sustainable success and competitive positioning.

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