STRATEGY FORMULATION, IMPLEMENTATION & PERFORMANCE MANAGEMENT



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Introduction

Strategy Formulation, Implementation & Performance Management examines the full cycle from strategic choice to measured results. This Training Course covers environmental analysis, option evaluation, execution design, and performance governance. Participants study PESTLE, Porter's five forces, SWOT and TOWS, VRIO, the Ansoff matrix, strategy maps, the Balanced Scorecard, OKRs, and the 4 Disciplines of Execution. Furthermore, the programme connects formulation to results through strategy labs, implementation mapping, and performance review simulations. As a result, delegates leave able to formulate a strategy, implement it deliberately, and manage performance with evidence rather than assumption.

Strategy Formulation, Implementation & Performance Management Course Objectives

- Define strategy formulation, implementation, and performance management as one cycle.
- Scan the environment using PESTLE and Porter's five forces.
- Assess internal position with SWOT, TOWS, and VRIO.
- Formulate strategy and evaluate options with clear criteria.
- Apply the Ansoff matrix and portfolio logic to growth choices.
- Translate strategy into strategy maps, initiatives, and owners.
- Design Balanced Scorecards, OKRs, and KPI frameworks.
- Align resources, budgets, and capability to priorities.
- Build governance, review cadence, and escalation routes.
- Monitor performance, correct course, and report credibly.

Course Methodology

- Interactive workshops using real strategy and performance files.

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- Environmental, competitive, and capability analysis labs.
- Strategy formulation and option appraisal exercises.
- Strategy map, Balanced Scorecard, and OKR design workshops.
- Performance review and course correction simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and corporate planning professionals.
- Performance management and PMO staff.
- Department heads and senior managers.
- Programme and transformation managers.
- Finance business partners and analysts.
- Business analysts and researchers.
- Consultants supporting strategy and performance work.

Strategy Formulation, Implementation & Performance Management Course Outlines

Day 1: Strategy Formulation Foundations

- Defining strategy, formulation, and performance management.
- Levels of strategy: corporate, business, and functional.
- Vision, mission, values, and strategic intent.
- Stakeholder mapping and mandate definition.
- Governance, ethics, and accountability in strategy work.
- Performance management as a strategy discipline.

- Building the strategy framework and timetable.

Day 2: Analysis for Strategy Formulation

- PESTLE and macro-environment scanning.
- Porter's five forces and industry structure analysis.
- Scenario planning and uncertainty handling.
- SWOT and TOWS matrix construction.
- VRIO, value chain, and capability assessment.
- Competitor analysis and benchmarking.
- Documenting evidence and assumptions.

Day 3: Strategic Choice and Implementation Design

- Option generation with the Ansoff matrix and BCG matrix.
- Evaluation criteria: fit, feasibility, and risk.
- Investment appraisal: payback, NPV, and IRR.
- Strategy maps and cause-and-effect logic.
- Initiative charters, owners, and milestones.
- Resource, budget, and capability alignment.
- Governance structures and escalation routes.

Day 4: Performance Measurement Architecture

- Balanced Scorecard perspectives and measure design.
- OKR design and cascade discipline.
- KPI selection, definitions, and data sources.
- Leading versus lagging indicator balance.

- Baselines, targets, and stretch setting.
- Dashboards, scoreboards, and visual management.
- Data quality and reporting reliability controls.

Day 5: Performance Review and Course Correction

- Review cadence and progress dialogue design.
- The 4 Disciplines of Execution applied to priorities.
- Variance analysis and root cause diagnosis.
- Corrective action and re-prioritisation rules.
- Benefits realisation and impact measurement.
- Reporting to executives, boards, and stakeholders.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Strategy Formulation, Implementation & Performance Management, participants will have acquired a practical command of environmental analysis, strategic choice, implementation design, and performance measurement. They will know how to formulate strategy on verified evidence, translate it into initiatives with owners and measures, and manage performance through structured review and honest correction. In addition, the course prepares delegates to report results credibly and to refresh the strategy as conditions change. As a result, they return to work ready to run the full strategy cycle. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Strategy Formulation, Implementation & Performance Management course

Q1 What is the "Strategy Formulation, Implementation & Performance Management" course about?

It is a five-day programme covering the full strategy cycle. It covers environmental and competitive analysis, strategy formulation with option appraisal, implementation design with strategy maps and initiative charters, performance measurement with Balanced Scorecard, OKRs and KPIs, and review and course correction.

Q2 What are the key benefits of the "Strategy Formulation, Implementation & Performance Management" course?

Participants gain the ability to formulate strategy on verified evidence, convert it into initiatives with owners and measurable targets, and manage performance through structured review rather than annual reporting. They also learn to spot variance early and to correct course before results slip.

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Q3 What skills will I gain from the "Strategy Formulation, Implementation & Performance Management" course?

Environmental and competitive analysis with PESTLE, five forces, scenarios, and VRIO, strategy formulation with option appraisal, investment evaluation, and documented choices, implementation design with strategy maps, initiative chartering, and resource alignment, and performance management with Balanced Scorecard, OKR, and KPI design plus variance analysis and course correction.

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Q4 What tools, methods, or standards are covered in the "Strategy Formulation, Implementation & Performance Management" course?

The course covers corporate, business and functional strategy levels, vision, mission and value statement drafting, stakeholder mapping and mandate definition, governance, ethics and accountability in strategy work, performance management as a strategy discipline, PESTLE environmental scanning, Porter's five forces and industry structure analysis, scenario planning and uncertainty handling, SWOT and TOWS matrix construction, VRIO, value chain and capability assessment, competitor analysis and benchmarking, evidence and assumption documentation, option generation with the Ansoff matrix and the BCG matrix, evaluation criteria covering fit, feasibility and risk, payback, NPV and IRR investment appraisal, strategy maps and cause-and-effect logic, initiative charter construction with owners and milestones, resource, budget and capability alignment, governance structure and escalation route design, Balanced Scorecard perspectives and measure design, OKR design and cascade discipline, KPI selection, definition and data source design, leading and lagging indicator balance, baseline, target and stretch setting, dashboard, scoreboard and visual management design, data quality and reporting reliability controls, review cadence and progress dialogue design, the 4 Disciplines of Execution framework, variance analysis and root cause diagnosis, corrective action and re-prioritisation rules, and benefits realisation and impact measurement.

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Q5 How is the "Strategy Formulation, Implementation & Performance Management" course applied in real-world practice?

Delegates apply it through strategic plans, PESTLE scans, five forces assessments, SWOT and TOWS matrices, VRIO reviews, scenario sets, option appraisals, investment models, strategy maps, initiative charters, resource alignment papers, Balanced Scorecards, OKR sets, KPI dictionaries, dashboards, review agendas, variance reports, corrective action notes, benefits realisation reports, and board performance papers. They also use it to run annual planning cycles and quarterly performance reviews.