STRATEGY & STRATEGIC PLANNING



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Introduction

Strategy & Strategic Planning examines how organizations decide where to compete and how to win, then convert that choice into a workable plan. This Training Course covers environmental analysis, strategy formulation, competitive positioning, and planning design. Participants study PESTLE, Porter's five forces and generic strategies, SWOT and TOWS, the Ansoff matrix, the Balanced Scorecard, OKRs, and scenario planning. Furthermore, the programme connects analysis to decisions through strategy labs, option appraisal workshops, and planning simulations. As a result, delegates leave able to frame strategy clearly, make defensible choices, and build a plan their organization can follow.

Strategy & Strategic Planning Course Objectives

- Define strategy and distinguish it from tactics and planning.
- Apply the strategy hierarchy across corporate, business, and functional levels.
- Scan the environment using PESTLE and Porter's five forces.
- Choose competitive positioning with Porter's generic strategies.
- Assess internal position with SWOT, TOWS, and VRIO.
- Build scenarios and test strategic assumptions.
- Generate and evaluate strategic options with the Ansoff matrix.
- Frame strategic choices with criteria and trade-offs.
- Translate strategy into objectives, initiatives, and measures.
- Design a planning cycle with review and correction routines.

Course Methodology

- Interactive workshops using real strategy and planning files.
- Environmental and competitive analysis labs.
- Strategy formulation and positioning exercises.

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- Option appraisal and decision matrix workshops.
- Planning cycle and governance design practice.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and corporate planning professionals.
- Senior managers and department heads.
- Business unit leaders and general managers.
- Programme and transformation managers.
- Finance business partners and analysts.
- Consultants advising on strategy.
- Managers preparing for strategic roles.

Strategy & Strategic Planning Course Outlines

Day 1: Strategy Foundations

- Defining strategy, tactics, and planning differences.
- The strategy hierarchy: corporate, business, and functional.
- Vision, mission, values, and strategic intent.
- Competitive advantage and value creation logic.
- Stakeholder mapping and mandate definition.
- Ethics and accountability in strategy work.
- Building the strategy development framework.

Day 2: External and Competitive Analysis

- PESTLE and macro-environment scanning.
- Porter's five forces and industry structure analysis.
- Strategic groups and competitor mapping.
- Scenario planning and uncertainty handling.
- Market segmentation and customer insight.
- Weak signal detection and futures thinking.
- Documenting evidence and assumptions.

Day 3: Internal Analysis and Competitive Positioning

- Resource-based view and core competence analysis.
- VRIO, value chain, and capability assessment.
- SWOT and TOWS matrix construction.
- Cost leadership, differentiation, and focus strategies.
- Blue Ocean thinking and value innovation basics.
- Benchmarking and competitive gap analysis.
- Building the strategic position statement.

Day 4: Strategic Choice and Planning Design

- Strategic option generation with the Ansoff matrix.
- Portfolio logic and the BCG matrix.
- Evaluation criteria: fit, feasibility, and risk.
- Investment appraisal: payback, NPV, and IRR.
- Prioritisation, sequencing, and trade-offs.
- Strategy maps and cause-and-effect logic.
- Balanced Scorecard, OKR, and KPI frameworks.

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Day 5: Planning Cycle, Execution, and Review

- Designing the annual and multi-year planning cycle.
- Resource, budget, and capability alignment.
- Governance, review cadence, and escalation.
- Performance dashboards and leading indicators.
- Corrective action and re-prioritisation rules.
- Plan refresh and learning routines.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Strategy & Strategic Planning, participants will have acquired a practical command of environmental and competitive analysis, strategy formulation, positioning choice, and planning design. They will know how to build a strategy on verified evidence, choose between options with clear criteria, and translate the choice into objectives, measures, and a planning cycle. In addition, the course prepares delegates to govern delivery and refresh the plan as conditions change. As a result, they return to work ready to lead strategy work with structure and rigour. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Strategy & Strategic Planning course

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Q1 What is the "Strategy & Strategic Planning" course about?

It is a five-day programme covering how organizations set strategy and turn it into a plan. It covers environmental and competitive analysis with PESTLE and five forces, internal assessment with VRIO and value chain review, positioning choice, option appraisal with the Ansoff matrix, strategy maps, Balanced Scorecard, OKRs, and planning cycle design.

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

Participants gain the ability to frame strategy with clear logic, choose between options using explicit criteria rather than instinct, and design a planning cycle that keeps delivery moving. They also learn to align resources and measures behind priorities and to refresh the strategy as markets shift.

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

Environmental and competitive analysis with PESTLE, five forces, strategic groups, and scenario planning, internal assessment with VRIO, value chain, and core competence analysis, strategy formulation with positioning choice, the Ansoff matrix, and portfolio logic, and planning design with strategy maps, Balanced Scorecard, OKR, and KPI frameworks.

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

The course covers strategy, tactic and planning distinctions, corporate, business and functional strategy hierarchy, vision, mission, values and strategic intent, competitive advantage and value creation logic, stakeholder mapping and mandate definition, ethics and accountability in strategy work, PESTLE environmental scanning, Porter's five forces and industry structure analysis, strategic group and competitor mapping, scenario planning and uncertainty handling, market segmentation and customer insight, weak signal detection and futures thinking, the resource-based view and core competence analysis, VRIO, value chain and capability assessment, SWOT and TOWS matrix construction, Porter's cost leadership, differentiation and focus strategies, Blue Ocean thinking and value innovation basics, benchmarking and competitive gap analysis, the Ansoff matrix, portfolio logic and the BCG matrix, evaluation criteria covering fit, feasibility and risk, payback, NPV and IRR investment appraisal, prioritisation, sequencing and trade-off methods, strategy maps and cause-and-effect logic, Balanced Scorecard, OKR and KPI framework design, annual and multi-year planning cycle design, resource, budget and capability alignment, governance, review cadence and escalation design, performance dashboard and leading indicator design, corrective action and re-prioritisation rules, and plan refresh and learning routine design.

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

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Delegates apply it through strategic plans, PESTLE scans, five forces assessments, strategic group maps, scenario sets, VRIO reviews, value chain maps, SWOT and TOWS matrices, positioning statements, Ansoff matrices, portfolio reviews, option appraisals, strategy maps, Balanced Scorecards, OKR sets, KPI dictionaries, planning calendars, governance terms of reference, review agendas, and plan refresh documents. They also use it to facilitate strategy retreats and to brief boards on strategic direction.