THE PROCESS OF PROFESSIONAL STRATEGIC PLANNING



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Introduction

The Process of Professional Strategic Planning examines the sequence of steps that turns organizational ambition into an approved, workable plan. This Training Course covers preparation, analysis, formulation, approval, and implementation follow-through. Participants study PESTLE, SWOT and TOWS, VRIO, scenario planning, the Balanced Scorecard, OKRs, and the Logical Framework Approach. Furthermore, the programme connects each step to the next through process labs, planning cycle simulations, and document drafting practice. As a result, delegates leave able to run a planning process end to end with clear inputs, outputs, and accountabilities at every stage.

The Process of Professional Strategic Planning Course Objectives

- Define professional strategic planning as a staged process.
- Map each phase, input, output, and owner in the cycle.
- Prepare planning mandates and governance arrangements.
- Conduct environmental and internal analysis to standard.
- Apply PESTLE, SWOT, TOWS, VRIO, and scenario planning.
- Formulate objectives, strategies, and initiatives systematically.
- Evaluate and select options with clear criteria.
- Translate strategy into Balanced Scorecard, OKR, and KPI frameworks.
- Build the planning calendar, templates, and document set.
- Review, refresh, and improve the planning process itself.

Course Methodology

- Interactive workshops using real planning process documents.

- Process mapping and planning cycle design labs.
- Environmental and internal analysis exercises.
- Formulation, option appraisal, and document drafting workshops.
- Planning cycle simulation with timed review rounds.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Strategy and corporate planning professionals.
- Planning officers and departmental coordinators.
- PMO and performance management staff.
- Business analysts and researchers.
- Department heads contributing to plans.
- Finance business partners and analysts.
- Consultants supporting planning cycles.

The Process of Professional Strategic Planning Course Outlines

Day 1: Planning Process Foundations

- Defining strategic planning as a professional process.
- Phases of the planning cycle and their outputs.
- Roles, responsibilities, and planning governance.
- Planning mandate and scope definition.
- Planning maturity and process improvement basics.
- Ethics, evidence standards, and objectivity.

- Building the planning process map.

Day 2: Preparation and Analysis Phases

- Data collection, evidence standards, and source quality.
- PESTLE and macro-environment scanning.
- Stakeholder consultation and internal interviews.
- SWOT, TOWS, and VRIO assessment.
- Scenario planning and uncertainty handling.
- Analysis documentation and quality review.
- Preparing analysis for formulation.

Day 3: Formulation and Option Appraisal

- Vision, mission, and strategic objective drafting.
- Strategy formulation methods and workshop facilitation.
- Option generation, screening, and appraisal criteria.
- Investment appraisal: payback, NPV, and IRR.
- Prioritisation, sequencing, and trade-off decisions.
- Business case preparation and review.
- Drafting the strategy document.

Day 4: Approval, Translation, and Planning Documents

- Approval routes, committees, and approval criteria.
- Communicating the strategy across the organization.
- Translating strategy into Balanced Scorecard, OKRs, and KPIs.
- Initiative charters, owners, and milestones.

- Resource, budget, and capability alignment.
- Planning templates, standards, and document control.
- Building the planning calendar.

Day 5: Implementation Follow-Through and Process Improvement

- Implementation governance and review cadence.
- Progress reporting and variance analysis.
- Corrective action and plan revision rules.
- Post-cycle review and lessons capture.
- Measuring planning process quality and maturity.
- Improving templates, timings, and engagement.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing The Process of Professional Strategic Planning, participants will have acquired a practical command of planning preparation, analysis, formulation, approval, and implementation follow-through. They will know how to run a planning cycle with clear phases, agreed templates, and defined accountabilities, and how to keep analysis, formulation, and measurement consistent across cycles. In addition, the course prepares delegates to review the process itself and improve it each year. As a result, they return to work ready to lead professional strategic planning from start to finish. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for The Process of Professional Strategic Planning course

Q1 What is the "The Process of Professional Strategic Planning" course about?

It is a five-day programme that treats strategic planning as a staged professional process. It covers the phases of the planning cycle, environmental and internal analysis, formulation and option appraisal, approval routes, translation into Balanced Scorecard, OKRs and KPIs, and implementation follow-through.

Q2 What are the key benefits of the "The Process of Professional Strategic Planning" course?

Participants gain the ability to run a planning cycle with clear phases, defined owners, and consistent templates, so plans are comparable year to year. They also learn to avoid the common gaps where analysis never reaches decisions or approved strategies lose momentum after launch.

Q3 What skills will I gain from the "The Process of Professional Strategic Planning" course?

Planning process design with phase mapping, mandate definition, and governance arrangements, analysis execution with PESTLE, SWOT, TOWS, VRIO, and scenario planning, formulation and appraisal with option screening, investment appraisal, and business case preparation, and translation and follow-through with Balanced Scorecard, OKR, and KPI design, planning templates, and cycle review.

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Q4 What tools, methods, or standards are covered in the "The Process of Professional Strategic Planning" course?

The course covers the phases of the planning cycle and their defined outputs, planning roles, responsibilities and governance arrangements, planning mandate and scope definition, planning maturity models and process improvement methods, ethics, evidence standards and objectivity in planning, planning process mapping, data collection, evidence standards and source quality assessment, PESTLE environmental scanning, stakeholder consultation and internal interview design, SWOT, TOWS and VRIO assessment, scenario planning and uncertainty handling, analysis documentation and quality review, vision, mission and strategic objective drafting, strategy formulation methods and workshop facilitation techniques, option generation, screening and appraisal criteria, payback, NPV and IRR investment appraisal, prioritisation, sequencing and trade-off decisions, business case preparation and review, strategy document drafting, approval routes, committee structures and approval criteria, strategy communication practice, translation into Balanced Scorecard, OKRs and KPIs, initiative charter construction with owners and milestones, resource, budget and capability alignment, planning templates, standards and document control, planning calendar design, implementation governance and review cadence, progress reporting and variance analysis, corrective action and plan revision rules, post-cycle review and lessons capture, and planning process quality and maturity measurement.

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Q5 How is the "The Process of Professional Strategic Planning" course applied in real-world practice?

Delegates apply it through planning mandates, process maps, planning calendars, data collection plans, PESTLE scans, SWOT and TOWS matrices, VRIO reviews, scenario sets, analysis reports, formulation workshop packs, option appraisals, business cases, strategy documents, approval submissions, Balanced Scorecards, OKR sets, KPI dictionaries, initiative charters, resource alignment papers, planning templates, document control registers, review agendas, variance reports, and post-cycle review papers. They also use it to brief planning committees and to train departmental contributors.