

PROJECT MANAGEMENT | COURSE BROCHURE

Programme Management for Strategic Initiatives

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Strategic initiatives such as market entry, digital transformation or organisational change need programme management to coordinate many projects towards common outcomes. This course covers programme definition, blueprint and roadmap, governance, benefits management, stakeholder engagement, resource coordination and programme assurance.

Strategy succeeds or fails in execution. You will learn how to structure and lead programmes that deliver strategic results.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Programme design workshops, case studies, governance simulations and blueprint exercises.

Course objectives

By the end of this course, participants will be able to:
• Explain programme management principles
• Define programme vision, blueprint and roadmap
• Establish programme governance and roles
• Coordinate projects, resources and dependencies
• Manage programme benefits and stakeholders
• Assure programme health and progress

Target audience

This course is suitable for:
• Programme managers
• Senior project managers
• Strategy and transformation managers
• PMO heads
• Programme sponsors



Course content

Target competencies

Participants will develop competencies in:

- Programme design
- Roadmapping
- Governance
- Dependency management
- Benefits focus

Course outline

Day 1: Programme Fundamentals

09:00–10:08	Programmes versus projects
10:08–11:00	Programme life cycle
11:00–11:30	**Coffee break**
11:30–11:45	Programme life cycle (continued)
11:45–12:53	Roles
12:53–14:00	Exercise

Day 2: Vision and Blueprint

09:00–10:08	Vision statement
10:08–11:00	Target operating model
11:00–11:30	**Coffee break**
11:30–11:45	Target operating model (continued)
11:45–12:53	Roadmap
12:53–14:00	Workshop

Day 3: Governance and Coordination

09:00–10:08	Boards and decision rights
10:08–11:00	Dependencies
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Dependencies (continued)
11:45–12:53	Resource coordination
12:53–14:00	Simulation

Day 4: Benefits and Stakeholders

09:00–10:08	Benefits profiles
10:08–11:00	Stakeholder engagement
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholder engagement (continued)
11:45–12:53	Communications
12:53–14:00	Case study

Day 5: Assurance

09:00–10:08	Health checks
10:08–11:00	Tranche reviews
11:00–11:30	**Coffee break**
11:30–11:45	Tranche reviews (continued)
11:45–12:53	Closing programmes
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,840.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,890.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Paris Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,860.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Dubai Confirmed dates	22 Feb 2027	26 Feb 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Vienna Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,940.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Amsterdam Confirmed dates	10 May 2027	14 May 2027	**€2,540.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Vienna Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,940.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Barcelona Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,840.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,890.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Frankfurt Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
London Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online