

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Strategic Planning and Strategy Execution

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course on Strategic Planning and Strategy Execution equips professionals with the frameworks and tools necessary to develop and implement effective strategies. Participants will learn to align organisational goals with actionable plans, ensuring successful execution and measurable outcomes.

Strategic planning is essential for organisations to navigate complex environments and achieve long-term objectives. Professionals often face challenges in aligning resources, managing stakeholder expectations, and adapting to market changes. This course addresses these issues by providing practical methodologies for effective strategy formulation and execution. Participants will engage in activities that simulate real-world scenarios, enabling them to practice critical decision-making and strategic analysis.
The course will also cover how to effectively communicate strategies to diverse stakeholders, ensuring buy-in and collaboration across departments, which is vital for successful implementation. By understanding the nuances of strategic planning, professionals can enhance their organisation's adaptability and resilience.
The ability to execute strategy effectively is often what differentiates successful organisations from their competitors. Participants will learn to develop comprehensive strategic plans that include measurable objectives, resource allocation, and performance indicators.
This course will empower participants to assess the effectiveness of their strategies, adapt to changing market conditions, and make informed decisions based on performance data.
By the end of the course, participants will be equipped with the skills to create actionable plans that drive organisational success and foster a culture of continuous improvement. They will also learn to navigate the complexities of stakeholder management, ensuring that all voices are heard and considered in the strategic process.

Professional Problems This Course Is Designed to Solve

- Strategic priorities that are not translated into operational plans.
- Competing initiatives and unclear resource allocation.
- Weak follow-up on strategic actions and performance measures.

Course methodology

The course employs a blend of case studies, group discussions, and practical workshops to enhance learning. Participants will work through real-life scenarios that require strategic analysis and decision-making. Each session includes collaborative exercises where participants develop strategic plans and execution frameworks, producing tangible outputs such as strategic roadmaps and performance dashboards. Additionally, participants will engage in role-playing exercises to simulate stakeholder interactions, allowing them to practice communication and negotiation skills critical for successful strategy execution. This hands-on approach ensures that participants not only learn theoretical concepts but also apply them in a practical context, reinforcing their understanding and capability. Participants will leave with concrete tools and



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frameworks to implement in their organisations.

Course objectives

By the end of this course, participants will be able to:
• Analyse organisational strengths and weaknesses to inform strategic planning.
• Design a strategic plan that aligns with organisational goals and market opportunities.
• Evaluate external market conditions using PESTLE analysis to inform strategy.
• Prioritise strategic initiatives based on resource availability and impact.
• Construct a strategy execution framework that includes key performance indicators (KPIs).
• Assess the effectiveness of strategy execution through performance measurement and feedback loops.

Target audience

This course is suitable for:
• Strategic planners responsible for developing organisational strategies.
• Project managers tasked with executing strategic initiatives.
• Business analysts focused on market analysis and strategic recommendations.
• Senior managers overseeing departmental alignment with organisational strategy.

Target competencies

Participants will develop competencies in:
• Developing comprehensive strategic plans that align with organisational vision.
• Conducting thorough market analyses to identify opportunities and threats.
• Implementing effective performance measurement systems for strategy execution.
• Facilitating cross-departmental collaboration to ensure strategic alignment.
• Adapting strategies based on performance data and market feedback.
• Communicating strategic objectives clearly to stakeholders.

Course outline

Day 1: Foundations of Strategic Planning

Applied activity: In small groups, participants will conduct a SWOT analysis for a fictional company, identifying key strengths, weaknesses, opportunities, and threats. They will then present their findings to the class for discussion, focusing on strategic implications and potential initiatives.
Output: SWOT analysis report with strategic implications and recommendations for action.

09:00–09:54	Understanding the strategic planning process and its importance for organisational success.



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09:54–10:48	Identifying and articulating organisational vision, mission, and values effectively.
10:48–11:00	Conducting a comprehensive SWOT analysis to assess internal capabilities and challenges.
11:00–11:30	**Coffee break**
11:30–12:12	Conducting a comprehensive SWOT analysis to assess internal capabilities and challenges. (continued)
12:12–13:06	Exploring the critical role of leadership in guiding strategic planning efforts.
13:06–14:00	Establishing a strategic planning timeline with clear milestones and deliverables.

Day 2: Market Analysis and Strategic Positioning

Applied activity: Participants will analyse a case study of a company facing market challenges, using PESTLE and Porter's Five Forces to identify strategic positioning opportunities. They will discuss how these insights can inform strategic decisions and shape future initiatives.
Output: Strategic positioning report with actionable recommendations for future strategy.

09:00–09:54	Conducting PESTLE analysis to evaluate external factors affecting strategy.
09:54–10:48	Identifying competitive advantages through Porter's Five Forces framework.
10:48–11:00	Mapping customer segments and defining value propositions for target markets.
11:00–11:30	**Coffee break**
11:30–12:12	Mapping customer segments and defining value propositions for target markets. (continued)
12:12–13:06	Understanding current market trends and their potential impact on strategy.
13:06–14:00	Aligning strategic objectives with identified market realities and opportunities.

Day 3: Strategic Plan Development

Applied activity: Working in teams, participants will develop a strategic plan for a fictional organisation, incorporating SMART objectives and resource allocation strategies. They will present their plan to the group for feedback and refinement, focusing on stakeholder engagement.
Output: Comprehensive strategic plan presentation with stakeholder engagement strategies included.

09:00–09:54	Setting SMART objectives for strategic initiatives to ensure clarity and focus.
09:54–10:48	Designing detailed action plans that align with strategic goals and available resources.
10:48–11:00	Allocating resources effectively to support strategy execution and maximise impact.



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11:00–11:30	**Coffee break**
11:30–12:12	Allocating resources effectively to support strategy execution and maximise impact. (continued)
12:12–13:06	Engaging relevant stakeholders in the strategic planning process for buy-in.
13:06–14:00	Creating a compelling strategic plan presentation for stakeholder approval.

Day 4: Executing the Strategy

Applied activity: Participants will create a strategy execution framework for their strategic plan, including KPIs and communication strategies. They will role-play stakeholder presentations to practice effective communication and address potential concerns, ensuring clarity and alignment.
Output: Strategy execution framework document with defined KPIs and communication plans.

09:00–09:54	Establishing a robust strategy execution framework and governance structure.
09:54–10:48	Defining key performance indicators (KPIs) for monitoring strategy success.
10:48–11:00	Implementing change management practices to support strategy execution.
11:00–11:30	**Coffee break**
11:30–12:12	Implementing change management practices to support strategy execution. (continued)
12:12–13:06	Communicating strategy and progress effectively to all stakeholders involved.
13:06–14:00	Utilising project management tools to facilitate strategy execution and tracking.

Day 5: Evaluating and Adapting Strategy

Applied activity: In teams, participants will evaluate the execution of their strategic plan based on hypothetical performance data. They will discuss necessary adjustments and improvements, focusing on adaptive strategies and how to implement changes effectively.
Output: Evaluation report with proposed strategy adjustments and documented lessons learned.

09:00–09:54	Monitoring strategy execution through performance metrics and regular reviews.
09:54–10:48	Conducting strategy reviews to assess effectiveness and necessary adjustments.
10:48–11:00	Utilising feedback loops for continuous improvement of strategic initiatives.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising feedback loops for continuous improvement of strategic initiatives. (continued)
12:12–13:06	Assessing the impact of external changes on existing strategies.



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13:06–14:00	Documenting lessons learned to inform future strategic planning efforts.

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.

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,840.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,940.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,890.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



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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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