

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Strategic Thinking for Middle Managers

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Middle managers are expected to translate strategy into action and contribute ideas upward, yet many are trained only in operations. This course develops strategic thinking skills: understanding the business environment, analysing trends and competitors, connecting team priorities to organisational strategy and proposing initiatives that senior leaders will support.

Thinking strategically is what separates managers who execute from those who shape direction. You will learn practical tools to see the bigger picture and act on it.

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

Strategy tools practice, business case studies, team strategy workshops and presentation of strategic proposals.

Course objectives

By the end of this course, participants will be able to:
• Explain how strategy is formed and executed
• Analyse the external environment and competitors
• Connect team objectives to organisational strategy
• Identify strategic opportunities and risks
• Prioritise initiatives using strategic criteria
• Present strategic proposals convincingly

Target audience

This course is suitable for:
• Middle managers and department heads
• Team leaders with growing responsibility
• Project managers
• Specialists moving into management
• Future leaders



Course content

Target competencies

Participants will develop competencies in:

- Strategic analysis
- Prioritisation
- Business acumen
- Proposal writing
- Systems view

Course outline

Day 1: What Strategy Really Is

09:00–10:08	Strategy versus operations
10:08–11:00	Levels of strategy
11:00–11:30	**Coffee break**
11:30–11:45	Levels of strategy (continued)
11:45–12:53	The manager's strategic role
12:53–14:00	Exercise: reading your organisation's strategy

Day 2: Analysing the Environment

09:00–10:08	PESTLE and trend analysis
10:08–11:00	Competitor and customer analysis
11:00–11:30	**Coffee break**
11:30–11:45	Competitor and customer analysis (continued)
11:45–12:53	Strengths and capabilities
12:53–14:00	Workshop: environment scan

Day 3: From Strategy to Team Priorities

09:00–10:08	Cascading objectives
10:08–11:00	Strategic alignment checks
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Strategic alignment checks (continued)
11:45–12:53	Resource choices
12:53–14:00	Exercise: aligning team goals

Day 4: Spotting Opportunities

09:00–10:08	Innovation and improvement ideas
10:08–11:00	Risk and scenario thinking
11:00–11:30	**Coffee break**
11:30–11:45	Risk and scenario thinking (continued)
11:45–12:53	Evaluating options
12:53–14:00	Case study: strategic choice

Day 5: Selling Strategic Ideas

09:00–10:08	Building a business case
10:08–11:00	Presenting to senior leaders
11:00–11:30	**Coffee break**
11:30–11:45	Presenting to senior leaders (continued)
11:45–12:53	Handling objections
12:53–14:00	Final presentations

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)
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 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.-**
Barcelona Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,840.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.-**



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.–**
London Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	26 Apr 2027	30 Apr 2027	**€3,150.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Vienna Confirmed dates	10 May 2027	14 May 2027	**€2,940.–**
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)
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Paris Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,860.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,840.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.-**



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.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,540.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

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Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
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