

## Course Overview:

This 5-day corporate training program is crafted to empower professionals with the ability to design, implement, and monitor strategic plans that drive long-term organizational success. Through a structured approach to both planning and execution, this course enhances participants' capacity to align operational goals with strategic vision. The content is especially relevant for organizations aiming to stay competitive in dynamic markets, enabling attendees to bridge the gap between strategy formulation and real-world implementation in a corporate environment.

## Course Objective:

By the end of this program, participants will be able to:

1. Develop structured and actionable strategic plans aligned with organizational goals.
2. Translate strategic objectives into operational initiatives and KPIs.
3. Assess internal and external environments using proven strategic analysis tools.
4. Manage resources and align stakeholders for successful strategy execution.
5. Monitor progress, measure performance, and adjust plans dynamically.

## Course Outline:

### Day 1: Strategic Foundations1. Introduction to Corporate Strategy

- Defining strategy in a business context
- Types of business strategies
- Importance of alignment across the organization

### 2. Vision, Mission, and Values

- Crafting impactful vision and mission statements
- Aligning values with strategic goals
- Communicating strategic intent

### 3. Environmental Analysis

- PESTEL and SWOT analysis
- Competitor and industry analysis
- Identifying trends and disruption risks

### Day 2: Strategic Formulation4. Goal Setting and Strategic Objectives

- SMART goal framework
- Cascading objectives from vision to action
- Prioritization and resource allocation

### 5. Strategy Development Frameworks

- Porter's Five Forces
- Ansoff Matrix and BCG Matrix
- Balanced Scorecard overview

### 6. Scenario Planning and Risk Management

- Building flexible strategic models
- Risk identification and mitigation
- Planning for uncertainty

### Day 3: Strategy Execution7. Translating Strategy into Action

- Developing strategic initiatives
- Creating action plans and roadmaps
- Linking strategy to operations

## Training Language:

EN

## Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

## Venue | Date | Fees

Dubai | 14-07-2025 | 25,875 SAR

**8. Resource and Capability Alignment**

- Identifying strategic capabilities
- Budgeting and capacity planning
- Aligning human and technological resources

**9. Organizational Alignment and Communication**

- Stakeholder engagement
- Change communication plans
- Building a culture of execution

**Day 4: Monitoring and Control10. Key Performance Indicators (KPIs)**

- Designing relevant KPIs
- Tracking progress and results
- Early warning indicators

**11. Performance Monitoring Tools**

- Dashboards and reporting systems
- Real-time tracking methods
- Leveraging data for decision-making

**12. Strategy Review and Adjustment**

- Conducting strategic reviews
- Adapting to market shifts
- Feedback loops for continuous improvement

**Day 5: Integration and Application13. Case Studies in Strategic Execution**

- Real-world successes and failures
- Lessons learned from global companies
- Interactive discussion and analysis

**14. Strategy Simulation and Group Exercise**

- Team-based strategy simulation
- Applying concepts to a realistic scenario
- Facilitator debrief and insights

**15. Building the Strategic Leader**

- Traits of effective strategic leaders
- Decision-making under complexity
- Personal action planning for strategic impact

**Who Should Attend:**

- Mid- and senior-level managers involved in planning and execution.
- Strategy officers and business unit heads.
- Project and operations managers seeking strategic alignment.
- Professionals transitioning into strategic planning roles.