

Course Overview:

Strategic thinking is essential for navigating the complexities of today's business environment. This course equips senior professionals with the tools to develop and align business strategies, analyze internal and external environments, and plan for effective execution. Using real-world business scenarios, participants will learn to design robust strategic plans that drive long-term performance and competitive advantage.

Course Objective:

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

- Analyze internal and external factors to formulate strategic insights.
- Create aligned vision, mission, and strategic objectives for their business units.
- Design and evaluate strategic options using scenario planning and SWOT tools.
- Translate strategic goals into performance metrics using methods like Balanced Scorecard.
- Plan for effective strategy execution and measure progress against strategic goals.

Course Outline:**Module 1: Understanding Strategy**

- Components of a strategic plan
- Three strategic approach types
- The five tasks in strategic management

Module 2: Statement of Purpose

- Defining a clear strategic intent
- Role and development of a Statement of Purpose

Module 3: Market and Environmental Analysis

- PESTLE framework and Five Forces model
- SWOT analysis for opportunity identification

Module 4: Vision, Mission, and Values Alignment

- Organizational alignment and cultural fit
- Process and system realignment

Module 5: Setting Strategic Objectives

- Defining KPIs and timeframes
- Creating measurable outcome indicators

Module 6: Crafting Strategic Themes

- Developing themes from vision and goals
- Market positioning and delivery pathways

Module 7: Scenario Planning and Strategic Thinking

- Evaluating strategic options
- Creative and analytical thinking balance

Module 8: Exploring Blue Ocean Strategy

- Framework overview and applications
- Identifying untapped market space

Module 9: Defining the Value Proposition

- Differentiation strategies
- Communicating unique value to stakeholders

Module 10: Strategic Performance Management**Training Language:**

EN / AR

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

Riyadh | 23-11-2025 | 17,250 SAR

-Using DuPont and tree analysis

-Performance goal quantification

Module 11: Planning for Execution

-Sequencing and linking strategy to budgeting

-Managing strategic initiatives

Module 12: Implementing with the Balanced Scorecard

-Strategy mapping and scorecard design

-Executive review and tracking progress

Who Should Attend:

-Senior Executives

-Strategy Managers

-Business Planners

-Department Heads and Policy Advisors