QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1313

Business Planning & Strategy Training Course

BUSINESS MANAGEMENT
BUSINESS, MANAGEMENT & LEADERSHIP

DURATION
5 Days

DELIVERY
Classroom

LOCATION
Berlin, Germany

DATES
2 – 6 Nov 2026

Scheduled Event Details

CITY	Berlin, Germany
DATE	2 – 6 Nov 2026
DELIVERY TYPE	Classroom
COURSE FEE	€5,800

Course Overview

The Business Planning & Strategy Training Course is a comprehensive professional development program designed to strengthen the ability of managers, executives, business professionals, and decision makers to translate organizational vision into practical business plans and executable strategic initiatives. The course provides a structured approach to strategic thinking, business planning, organizational analysis, objective setting, performance management, and strategic execution.

Effective business planning requires more than preparing annual plans or financial forecasts. Organizations need the ability to understand their operating environment, identify opportunities and risks, evaluate strategic alternatives, allocate resources effectively, and establish measurable priorities. This Business Planning & Strategy Training Course equips participants with practical frameworks for connecting organizational goals with operational priorities and measurable business outcomes.

The program focuses on the complete business planning and strategy cycle, from strategic analysis and environmental scanning through strategy formulation, business plan development, implementation, monitoring, and continuous improvement. Participants will explore practical tools such as SWOT analysis, PESTLE analysis, stakeholder analysis, competitive analysis, strategic objectives, KPIs, action plans, risk assessment, scenario planning, and performance dashboards.

Designed for government entities, ministries, public sector organizations, banks, financial institutions, oil and gas organizations, and large corporations, the course provides a flexible approach that can be applied across different organizational environments. Participants will work with realistic business situations and practical exercises to develop stronger strategic planning capabilities and improve the alignment between strategy, resources, performance, and organizational priorities.

Objectives

- Analyze organizational vision, mission, strategic priorities, and business objectives to establish a clear foundation for effective business planning during the course.
- Evaluate internal capabilities, external environmental factors, market conditions, stakeholders, opportunities, and strategic risks using structured analytical frameworks.
- Apply strategic analysis tools such as SWOT, PESTLE, stakeholder mapping, competitive analysis, and strategic gap analysis to real or simulated organizational situations.
- Develop clearly defined strategic objectives that are aligned with organizational priorities and supported by measurable performance indicators.
- Design integrated business plans that connect strategic objectives with initiatives, resources, responsibilities, timelines, risks, and expected results.
- Assess alternative strategic options using structured decision-making criteria and identify approaches that provide the strongest organizational alignment and feasibility.
- Develop practical implementation roadmaps that translate strategic priorities into coordinated departmental and operational actions.
- Improve the alignment of financial, human, technological, and operational resources with strategic business priorities.
- Establish appropriate KPIs and performance measures to monitor progress, identify deviations, and support evidence-based management decisions.
- Apply risk assessment and scenario planning techniques to strengthen business resilience and prepare organizations for changing business conditions.
- Strengthen strategic communication and stakeholder alignment to support effective implementation of business plans across organizational functions.
- Prepare an actionable strategic business plan and implementation framework that can be adapted to the participant’s organizational environment.

Who Should Attend

The Business Planning & Strategy Training Course is designed for executives, directors, department heads, senior managers, business unit managers, strategic planning professionals, and managers responsible for translating organizational strategy into business priorities and operational plans. It is particularly relevant to professionals working in strategic planning, business development, corporate performance, operations, finance, risk management, project management, transformation, governance, and organizational development.

The course is also suitable for government and public sector leaders, ministry officials, banking and financial services professionals, oil and gas managers, corporate planning teams, business analysts, management consultants, project and program managers, performance management specialists, and functional leaders who contribute to strategic decision making and annual business planning. Professionals involved in budgeting, resource allocation, performance reporting, organizational transformation, and strategic initiatives will benefit from the integrated approach of the program.

The program is appropriate for professionals preparing to take on broader strategic responsibilities as well as experienced managers seeking to strengthen their ability to evaluate business opportunities, develop strategic plans, manage execution, and connect organizational strategy with measurable performance.

Learning Outcomes

- Analyze an organization's strategic position using internal and external environmental assessment techniques.
- Apply SWOT, PESTLE, stakeholder analysis, and competitive analysis to support structured strategic decision making.
- Identify strategic opportunities, threats, organizational gaps, and capability requirements affecting business performance.
- Formulate strategic objectives that are specific, measurable, relevant, and aligned with organizational priorities.
- Develop a structured business plan incorporating strategic priorities, initiatives, responsibilities, resources, timelines, and performance measures.
- Translate corporate strategy into departmental and functional objectives that support organizational alignment.
- Construct practical implementation roadmaps for strategic initiatives and business priorities.
- Develop relevant KPIs and performance measures for monitoring strategic and operational progress.
- Assess strategic risks and incorporate appropriate mitigation measures into business planning and implementation.
- Use scenario planning to evaluate alternative future conditions and improve organizational preparedness.

- Evaluate strategic alternatives and make better-informed recommendations based on business requirements, resources, risks, and expected outcomes.
- Present a practical strategic business plan and implementation action plan suitable for management review and organizational application.

Course Outline

DAY 01

Strategic Thinking and Organizational Business Analysis

- Understanding the relationship between corporate strategy, business planning, operational planning, and organizational performance
- Defining vision, mission, values, strategic direction, and long-term organizational priorities
- Strategic thinking versus operational thinking in modern organizations
- Assessing the internal business environment: capabilities, resources, processes, culture, structure, and performance
- Assessing the external environment: economic, regulatory, technological, social, political, and market factors
- PESTLE analysis for environmental scanning and strategic awareness
- SWOT analysis: identifying organizational strengths, weaknesses, opportunities, and threats
- Stakeholder identification, influence analysis, and strategic expectations
- Identifying strategic gaps between current performance and desired future position

> **PRACTICAL APPLICATION OR DISCUSSION**
> Conducting a strategic assessment of a selected organization and identifying priority strategic issues

DAY 02

Strategy Formulation and Strategic Decision Making

- Understanding strategic positioning and sources of organizational advantage
- Identifying strategic priorities and critical business challenges
- Developing strategic goals and strategic objectives
- Creating SMART objectives and establishing clear strategic direction

DAY 02 — CONTINUED

- Strategic options development and evaluation
- Assessing feasibility, organizational capability, resources, risks, and expected value of strategic alternatives
- Competitive analysis and understanding changing market and industry conditions
- Business growth strategies and opportunities for organizational development
- Strategic alignment across corporate, business unit, departmental, and functional levels
- Scenario planning and strategic responses to uncertainty and changing business conditions

PRACTICAL APPLICATION OR DISCUSSION

Developing strategic options and selecting priorities using a structured strategic decision-making framework

DAY 03

Business Planning and Resource Alignment

- Fundamentals of effective business planning and the components of a professional business plan
- Translating strategic objectives into business initiatives and actionable priorities
- Developing business initiatives, activities, milestones, deliverables, and responsibilities
- Resource planning and alignment of financial, human, technological, and operational resources
- Linking business planning with budgeting and financial priorities
- Capacity planning and organizational capability requirements
- Developing departmental and functional business plans aligned with corporate strategy
- Identifying dependencies, constraints, assumptions, and critical success factors
- Integrating risk considerations into business planning
- Establishing timelines, accountability structures, and implementation responsibilities

PRACTICAL APPLICATION OR DISCUSSION

Building a structured business plan for a selected business unit, department, or organizational function

DAY 04

Strategy Execution, Performance Management, and Risk

- Moving from strategic planning to disciplined strategy execution
- Developing strategic implementation roadmaps and execution priorities
- Assigning ownership and accountability for strategic initiatives
- Establishing KPIs, performance indicators, targets, and milestones
- Designing strategic performance monitoring and reporting mechanisms
- Using dashboards and management information to support strategic decision making
- Identifying performance gaps, implementation barriers, and corrective actions
- Strategic risk identification, assessment, prioritization, and mitigation
- Change management considerations in strategic implementation
- Managing stakeholder communication, engagement, and organizational alignment

> **PRACTICAL APPLICATION OR DISCUSSION**
>
> Developing a strategy execution dashboard and risk-based implementation plan

DAY 05

Integrated Strategic Business Planning Workshop

- Reviewing the complete business planning and strategy management cycle
- Integrating strategic analysis, objectives, initiatives, resources, KPIs, risks, and implementation actions
- Testing business plans against alternative scenarios and changing organizational conditions
- Evaluating strategic alignment between organizational goals and departmental priorities
- Identifying critical success factors and implementation dependencies
- Developing management-level recommendations and strategic priorities
- Strengthening strategic communication and executive presentation of business plans
- Measuring strategic progress and establishing mechanisms for continuous review and improvement
- Finalizing a practical business planning and strategy framework for workplace application

DAY 05 — CONTINUED

FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE

Participants develop and present an integrated strategic business plan with objectives, initiatives, KPIs, resources, risks, timelines, responsibilities, and implementation priorities

Register or Request More Information

Course page: https://quest-training.com/courses/business-planning-strategy-training-course
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