QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1443

Strategic Budgeting & Business Planning Training Course

BUDGETING, FORECASTING & COST MANAGEMENT
FINANCE, INVESTMENT & BANKING

DURATION
5 Days

DELIVERY
Classroom

Course Overview

The Strategic Budgeting & Business Planning Training Course provides an advanced and practical framework for integrating strategic objectives, business planning, budgeting, financial forecasting, and performance management into a cohesive planning process. The course is designed to help organizations translate strategy into executable business priorities, allocate resources effectively, establish realistic financial targets, and monitor progress through structured planning and performance mechanisms.

Strategic budgeting goes beyond the preparation of annual financial figures. It connects organizational priorities with operational activities, resource requirements, investment decisions, cost structures, revenue expectations, and measurable performance outcomes. The course examines how organizations can develop budgets that actively support strategy rather than simply record financial expectations, enabling management to make informed decisions about resource allocation, priorities, and future growth.

Business planning provides the broader framework through which strategic objectives are converted into operational initiatives and financial commitments. Participants will explore how to develop integrated business plans, identify critical business drivers, establish realistic assumptions, evaluate resource requirements, and connect financial plans with operational capacity and performance expectations. Particular attention is given to ensuring that strategic ambitions are financially viable and operationally achievable.

The program also addresses modern planning practices, including driver-based budgeting, rolling forecasts, scenario planning, sensitivity analysis, capital planning, cost optimization, performance measurement, and management reporting. Participants will learn how to respond to changing market conditions, emerging risks, cost pressures, and shifts in organizational priorities while maintaining financial discipline and strategic focus.

Through practical budgeting exercises, business planning case studies, financial forecasting workshops, scenario analysis, performance reviews, and executive decision-making exercises, the Strategic Budgeting & Business Planning Training Course develops capabilities that can be applied across finance, strategy, operations, procurement, projects, and business leadership. The program is suitable for government entities, ministries, public sector organizations, banks, financial institutions, oil and gas organizations, and large corporations seeking stronger integration between strategy, planning, budgeting, and organizational performance.

Objectives

- Analyze the relationship between corporate strategy, business planning, budgeting, forecasting, and performance management during the course.
- Develop strategic budgets that translate organizational priorities into measurable financial and operational targets.
- Evaluate business drivers, planning assumptions, and resource requirements that influence financial and operational outcomes.
- Design integrated business planning frameworks that align strategic objectives with departmental and enterprise-wide priorities.
- Apply driver-based budgeting and forecasting techniques to improve the quality and flexibility of financial plans.
- Develop alternative business and financial scenarios to assess growth opportunities, cost pressures, resource constraints, and strategic risks.
- Evaluate capital, operating, workforce, procurement, and cash flow requirements within strategic business plans.
- Apply performance measurement techniques to monitor progress against strategic objectives, business plans, and budgets.
- Strengthen the use of management information and financial analysis in strategic resource allocation decisions.
- Implement practical approaches for reviewing, challenging, updating, and improving strategic budgets and business plans.
- Improve coordination between finance, strategy, operations, procurement, projects, and executive management throughout the planning cycle.
- Align strategic budgeting and business planning with long-term financial sustainability, organizational resilience, and value creation.

Who Should Attend

This course is designed for professionals working in strategic planning, corporate finance, budgeting, financial planning, business planning, management accounting, performance management, and corporate development. It is particularly relevant to Strategic Planning Managers, Budget Managers, Financial Planning Managers, Management Accountants, Financial Analysts, Business Planning Specialists, Performance Management Professionals, Finance Managers, Strategy Professionals, and managers responsible for translating organizational strategy into operational and financial plans.

The program is also suitable for Chief Financial Officers, Finance Directors, Strategy Directors, Heads of Planning, Business Unit Leaders, Executive Directors, Corporate Development Leaders, and senior decision makers responsible for strategic execution, resource allocation, financial planning, organizational growth, and performance management. Professionals working in government entities, ministries, public sector organizations, banks, financial institutions, oil and gas organizations, infrastructure organizations, and large corporations can benefit from the strategic planning and budgeting frameworks covered in the program.

The course is particularly valuable for professionals involved in annual and multi-year planning, strategic reviews, budgeting cycles, rolling forecasts, capital allocation, operational planning, management reporting, business performance reviews, and transformation initiatives. It also provides value for procurement, project management, operations, risk management, and internal audit professionals who need to understand how functional plans contribute to the broader strategic and financial direction of the organization.

Learning Outcomes

- Explain how strategic planning, business planning, budgeting, forecasting, and performance management should operate as an integrated process.
- Translate strategic objectives into measurable business priorities, financial targets, operational initiatives, and resource requirements.
- Identify key business drivers affecting revenue, costs, profitability, cash flow, capacity, and capital requirements.
- Develop strategic budgets that reflect organizational priorities, business assumptions, and operating realities.
- Build financial forecasts that incorporate actual performance, changing assumptions, and emerging market conditions.
- Apply driver-based budgeting and scenario planning to improve planning flexibility and decision quality.
- Evaluate capital expenditure, operating expenditure, workforce, procurement, and liquidity requirements within strategic plans.

- Analyze budget and business plan variances and identify root causes and appropriate management responses.
- Develop meaningful performance indicators for monitoring strategic execution and financial performance.
- Prepare management reports that connect financial results with operational and strategic outcomes.
- Evaluate alternative resource allocation decisions and their implications for organizational priorities and value creation.
- Prepare an integrated strategic budgeting and business planning framework suitable for executive and management review.

Course Outline

DAY 01

Strategic Planning, Business Direction and Budgeting Foundations

- Strategic planning and its relationship with business and financial planning
- Translating organizational vision, mission, and strategic priorities into business objectives
- Relationship between strategic objectives, business plans, operating plans, and budgets
- Strategic budgeting and its role in resource allocation and performance management
- Identification of critical business drivers and planning assumptions
- Responsibility centers, cost centers, accountability, and management ownership
- Planning horizons, annual plans, medium-term plans, and long-term strategic considerations
- Governance, planning calendars, approvals, and executive involvement

> **PRACTICAL APPLICATION**
> Develop a strategic planning framework linking organizational priorities with business initiatives, financial targets, and resource requirements

DAY 02

Strategic Budget Development and Financial Resource Planning

- Principles of strategic budget development and financial alignment
- Revenue planning and forecasting assumptions
- Operating expenditure planning and cost structure analysis
- Capital expenditure planning and investment priorities
- Workforce planning and financial implications of organizational capacity
- Procurement, supplier, and resource requirements within strategic plans
- Cash flow, liquidity, and working capital considerations
- Driver-based budgeting and activity-based planning approaches
- Budget challenge, review, approval, and accountability processes

> **PRACTICAL APPLICATION**
>
> Build a strategic budget connecting business drivers, resource requirements, operating priorities, and financial targets

DAY 03

Business Forecasting, Scenario Planning and Strategic Flexibility

- Principles of forward-looking financial and business forecasting
- Rolling forecasts and continuous planning
- Identifying key assumptions and variables that influence business outcomes
- Driver-based forecasting and financial modeling
- Scenario planning for growth, market changes, cost inflation, demand shifts, and funding constraints
- Sensitivity analysis and assessment of strategic assumptions
- Best-case, base-case, downside-case, and recovery scenarios
- Evaluating financial resilience and organizational flexibility under changing conditions
- Updating business plans and budgets in response to emerging information

DAY 03 — CONTINUED

> **PRACTICAL APPLICATION**
> Develop a rolling forecast and create multiple strategic scenarios to assess financial and operational implications

DAY 04

Strategic Performance Management, Variance Analysis and Decision Support

- Monitoring strategic and financial performance against approved plans
- Budget-to-actual and forecast-to-actual variance analysis
- Revenue, cost, margin, productivity, capital expenditure, and cash flow performance
- Root-cause analysis of significant performance deviations
- Key performance indicators and strategic performance measures
- Linking financial performance with operational and strategic outcomes
- Management reporting and executive dashboards
- Corrective action, resource reallocation, and strategic plan adjustments
- Communicating performance insights and recommendations to senior management

> **PRACTICAL APPLICATION**
> Analyze a strategic performance review and prepare an executive report identifying variances, risks, opportunities, and required actions

DAY 05

Strategic Budget Governance, Resource Allocation and Executive Implementation

- Integrating strategic budgeting, business planning, forecasting, and performance management
- Strategic resource allocation and competing organizational priorities
- Capital allocation and prioritization of strategic initiatives
- Advanced scenario planning for uncertainty and major market changes
- Governance of strategic budgets, business plans, and performance reviews

DAY 05 — CONTINUED

- Cross-functional coordination between finance, strategy, operations, procurement, and projects
- Continuous improvement of planning and budgeting processes
- Executive decision making using integrated financial and business information
- Building a culture of strategic accountability and performance ownership

FINAL WORKSHOP

Develop and present a complete strategic budgeting and business planning framework covering strategic priorities, business objectives, financial assumptions, budgets, forecasts, scenarios, resource allocation, performance indicators, governance, reporting, and implementation actions

Register or Request More Information

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