

Course No. 1325

Strategic Management Training Course

**STRATEGIC MANAGEMENT & CORPORATE STRATEGY
BUSINESS, MANAGEMENT & LEADERSHIP**

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Strategic Management Training Course is a comprehensive professional development program designed to strengthen the ability of executives, managers, strategic planning professionals, and business specialists to understand and apply strategic management principles in complex organizational environments. The course provides a structured approach to strategic analysis, strategic decision-making, organizational planning, resource alignment, strategy execution, and performance management.

Effective strategic management requires organizations to connect their vision, mission, objectives, capabilities, resources, risks, market conditions, and operational priorities into a coherent direction. This course enables participants to examine the relationship between strategic intent and organizational performance while developing practical capabilities for evaluating business environments, identifying strategic priorities, and making informed decisions that support sustainable organizational development.

The Strategic Management Training Course covers the essential stages of the strategic management process, including strategic thinking, internal and external environmental analysis, competitive analysis, strategic objectives, strategic alternatives, resource allocation, strategic risk management, strategy implementation, governance, and performance measurement. Participants will explore how strategic priorities can be translated into practical initiatives and aligned across corporate, business, departmental, and functional levels.

Designed for government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, and large corporations, the course combines professional frameworks with practical exercises, case studies, strategic discussions, and applied workshops. Participants will strengthen their ability to support executive decision-making, improve organizational planning, align resources with priorities, and contribute to measurable strategic and organizational performance.

Objectives

- Analyze the internal and external organizational environment to identify factors influencing strategic direction and performance during the course.
- Evaluate organizational vision, mission, objectives, capabilities, and resources to determine their

alignment with strategic priorities.

- Apply strategic analysis tools to identify strengths, weaknesses, opportunities, threats, and critical strategic issues.
- Develop clear and measurable strategic objectives aligned with organizational direction and business priorities.
- Evaluate strategic alternatives according to strategic value, feasibility, resources, risks, and expected organizational impact.
- Design strategic initiatives that connect organizational objectives with practical actions, responsibilities, and expected results.
- Improve the allocation of financial, human, technological, and operational resources according to strategic priorities.
- Develop appropriate performance indicators and targets for monitoring strategic objectives and initiatives.
- Assess strategic and operational risks that may affect the achievement of organizational objectives and develop appropriate responses.
- Strengthen strategic governance, accountability, and alignment between executive leadership, business units, departments, and functions.
- Apply change management, strategic communication, and stakeholder engagement approaches to support strategy implementation.
- Prepare an integrated strategic management framework covering analysis, objectives, initiatives, implementation, governance, and performance measurement.

Who Should Attend

The Strategic Management Training Course is designed for executive leaders, senior managers, department heads, business unit managers, strategic planning managers, corporate planning professionals, strategy specialists, business development managers, operations managers, organizational transformation leaders, performance management professionals, and professionals involved in strategic decision-making and organizational planning.

The course is suitable for professionals working in government entities, ministries, public sector organizations, banks and financial institutions, oil and gas companies, energy organizations, industrial organizations, commercial enterprises, and large service organizations. It is also relevant to professionals working in finance, human resources, operations, business development, investment, risk management, governance, project and program management, organizational

development, digital transformation, and performance management.

The program is particularly valuable for managers and specialists responsible for strategic planning, corporate planning, performance monitoring, strategic initiatives, resource allocation, risk analysis, executive reporting, and organizational improvement. It is also appropriate for professionals preparing to assume broader management, strategic planning, or leadership responsibilities.

Learning Outcomes

- Analyze internal and external environments to identify key factors affecting organizational strategic direction.
- Apply strategic management tools to assess the current organizational position and identify strategic issues and priorities.
- Evaluate organizational vision, mission, objectives, capabilities, and resources in relation to overall strategic direction.
- Develop clear, measurable strategic objectives linked to organizational outcomes and priorities.
- Evaluate strategic options according to strategic fit, feasibility, resources, risks, and expected impact.
- Develop practical strategic initiatives linked to organizational objectives and strategic priorities.
- Identify the financial, human, technological, and operational resources required to support strategy implementation.
- Develop performance indicators and targets for monitoring strategic objectives and strategic initiatives.
- Identify strategic risks, implementation barriers, and dependencies that may affect strategic execution.
- Apply governance, accountability, monitoring, and review mechanisms to support strategic management.
- Apply stakeholder engagement, strategic communication, and change management practices to support implementation.
- Prepare and present an integrated strategic management framework addressing a real or simulated organizational challenge.

Course Outline

DAY 01

Foundations of Strategic Management and Strategic Thinking

- Understanding strategic management and its role in modern organizations
- Strategic management versus strategic planning and operational management
- Vision, mission, values, purpose, and strategic direction
- The role of leadership in establishing strategic direction
- Strategic thinking and long-term decision-making
- Internal organizational analysis
- Assessing organizational resources, capabilities, processes, and performance
- External environmental analysis and major economic, market, technological, and regulatory factors
- Identifying strategic trends, opportunities, threats, and challenges
- Identifying critical strategic issues and organizational priorities
- Connecting strategic management with organizational performance and long-term sustainability

PRACTICAL APPLICATION AND DISCUSSION

Conducting an initial strategic assessment of an organization and identifying the key issues requiring strategic and managerial attention

DAY 02

Strategic Analysis, Objectives, and Strategic Alternatives

- Strategic analysis methodologies and decision-support tools
- Strengths, weaknesses, opportunities, and threats analysis
- Industry, market, competitor, customer, and stakeholder analysis
- Evaluating organizational competitive positioning
- Identifying sources of value and competitive advantage
- Identifying strategic opportunities and areas for improvement
- Developing strategic objectives and connecting them to organizational outcomes

DAY 02 — CONTINUED

- Establishing strategic themes and priorities
- Developing strategic alternatives and strategic options
- Evaluating options according to feasibility, value, resources, and risk
- Managing trade-offs between competing strategic priorities

PRACTICAL APPLICATION AND DISCUSSION

Developing strategic objectives and priorities and evaluating alternative strategies to determine the most appropriate options for a selected organization

DAY 03

Strategy Development, Strategic Initiatives, and Resource Allocation

- Translating strategic objectives into initiatives, programs, and projects
- Defining initiative scope, expected outcomes, deliverables, and success measures
- Prioritizing strategic initiatives according to importance, value, feasibility, and organizational capacity
- Developing strategic roadmaps
- Establishing initiative ownership, responsibilities, and accountability
- Allocating financial resources according to strategic priorities
- Aligning human resources with strategic requirements
- Aligning technology and operational resources with strategic priorities
- Managing resource constraints and competing organizational priorities
- Identifying dependencies between strategic initiatives and departments
- Aligning corporate strategy with business unit and departmental plans

PRACTICAL APPLICATION AND DISCUSSION

Developing a portfolio of strategic initiatives and creating a roadmap connecting objectives with resources, responsibilities, milestones, and expected outcomes

DAY 04

Strategy Execution, Performance Management, and Strategic Risk

- Principles of strategy execution and converting strategic plans into action
- Establishing strategic governance structures
- Defining roles, responsibilities, decision rights, and accountability
- Creating accountability mechanisms for strategic initiatives and results
- Developing Key Performance Indicators for strategic objectives
- Establishing targets, milestones, reporting cycles, and monitoring mechanisms
- Designing strategic performance dashboards and management reports
- Identifying and analyzing strategy execution gaps
- Identifying strategic, operational, financial, technological, and organizational risks
- Developing risk mitigation measures and corrective actions
- Managing change, communication, and stakeholder engagement during strategy implementation

PRACTICAL APPLICATION AND DISCUSSION

Developing an integrated strategy execution, performance measurement, and strategic risk framework for a selected strategic initiative

DAY 05

Integrated Strategic Management Workshop

- Reviewing the strategic management cycle from analysis through execution
- Integrating strategic environment, objectives, priorities, initiatives, and resources
- Assessing the current strategic position and identifying future strategic directions
- Developing and evaluating integrated strategic alternatives
- Selecting priorities based on value, resources, capabilities, feasibility, and risk
- Developing a prioritized portfolio of strategic initiatives
- Establishing performance indicators, governance mechanisms, and strategic review processes
- Identifying critical success factors and strategic dependencies

DAY 05 — CONTINUED

- Establishing mechanisms for periodic strategic review and strategy adaptation
- Developing strategic communication approaches to strengthen organizational alignment
- Preparing an executive presentation of strategic priorities and recommendations

FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE

Developing and presenting an integrated Strategic Management framework covering strategic analysis, objectives, priorities, strategic alternatives, initiatives, resources, risks, governance, performance indicators, and implementation priorities

Register or Request More Information

Course page: <https://quest-training.com/courses/strategic-management-training-course>

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