

Course No. 1322

Strategic Planning & Execution Training Course

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

DURATION

5 Days

LOCATION

Marrakesh, Morocco

DELIVERY

Classroom

DATES

19 – 23 Oct 2026



Scheduled Event Details

CITY	Marrakesh, Morocco
DATE	19 – 23 Oct 2026
DELIVERY TYPE	Classroom
COURSE FEE	€4,300

Course Overview

The Strategic Planning & Execution Training Course is a comprehensive professional program designed to strengthen the ability of executives, managers, strategic planning professionals, and organizational leaders to develop effective strategic plans and translate them into coordinated actions, measurable initiatives, and sustainable organizational results. The course integrates strategic planning with disciplined execution to help organizations establish clear priorities, align resources, strengthen accountability, and improve the connection between strategic objectives and operational performance.

Effective strategic planning requires more than defining a vision and preparing a strategic document. Organizations must understand their internal capabilities, external environment, stakeholders, market conditions, risks, and future opportunities before establishing strategic priorities. This course provides a structured approach to strategic analysis, objective setting, strategic choice, initiative development, resource alignment, and execution planning, enabling participants to develop strategies that are practical, relevant, measurable, and adaptable.

The course also focuses strongly on the execution side of strategic planning. Participants will learn how to convert strategic objectives into initiatives, programs, projects, milestones, responsibilities, resources, and performance indicators. The program addresses strategy alignment, governance, performance monitoring, risk management, change management, stakeholder engagement, strategic communication, and corrective action, helping organizations move from strategic intent to consistent implementation.

The Strategic Planning & Execution Training Course is suitable for government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, and large corporations. Through practical case studies, strategic analysis exercises, planning workshops, implementation scenarios, and a final strategic planning exercise, participants will develop the skills

required to create integrated strategic plans and establish practical mechanisms for successful execution and performance improvement.

Objectives

- Analyze internal and external factors that influence organizational strategy, strategic priorities, and execution requirements during the course.
- Evaluate organizational capabilities, resources, stakeholders, market conditions, risks, and strategic challenges to establish informed planning priorities.
- Develop clear strategic objectives aligned with organizational vision, mission, priorities, capabilities, and expected outcomes.
- Apply structured strategic planning methodologies to develop coherent strategic directions and priorities.
- Design strategic initiatives that translate organizational objectives into practical programs, projects, and measurable actions.
- Develop implementation roadmaps defining responsibilities, resources, milestones, dependencies, timelines, and expected results.
- Align financial, human, technological, and operational resources with strategic priorities and execution requirements.
- Establish performance indicators and targets for monitoring strategic implementation and organizational progress.
- Strengthen governance and accountability mechanisms for strategic initiatives and strategy execution.
- Assess strategic, operational, financial, technological, regulatory, and organizational risks that may affect implementation.
- Apply change management, communication, and stakeholder engagement approaches to support strategy execution.
- Prepare an integrated strategic plan and execution framework for a selected organizational priority, business challenge, or strategic opportunity.

Who Should Attend

The Strategic Planning & Execution Training Course is designed for executives, directors, senior managers, strategic planning managers, corporate planning professionals, business unit managers, department heads, strategy professionals, performance management specialists, transformation leaders, business development managers, and professionals responsible for developing, coordinating, implementing, or monitoring organizational strategy.

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

The program is particularly valuable for managers and specialists involved in strategic planning cycles, annual business planning, strategy reviews, resource allocation, strategic initiatives, performance reporting, organizational transformation, and executive decision-making. It is also appropriate for professionals preparing to assume broader responsibilities in strategy, planning, implementation, and organizational performance.

Learning Outcomes

- Analyze the internal and external environment to identify strategic opportunities, threats, organizational challenges, and future priorities.
- Apply structured strategic planning tools to assess organizational position and establish strategic direction.
- Develop strategic objectives that are clear, measurable, relevant, achievable, and aligned with organizational priorities.
- Translate strategic objectives into initiatives, programs, projects, activities, milestones, and measurable outcomes.
- Develop integrated strategic planning and execution roadmaps with clear responsibilities and implementation timelines.
- Prioritize strategic initiatives according to strategic value, urgency, feasibility, resources, risks, and organizational capacity.

- Align financial, human, technological, and operational resources with strategic priorities and implementation requirements.
- Develop Key Performance Indicators and targets for monitoring strategic progress and execution effectiveness.
- Establish governance and accountability structures that support ownership and disciplined strategy execution.
- Identify implementation risks, dependencies, barriers, and organizational resistance and develop appropriate responses.
- Apply stakeholder engagement, communication, and change management practices to support strategic implementation.
- Prepare and present an integrated strategic plan with a practical execution framework for a real or simulated organizational challenge.

Course Outline

DAY 01

Foundations of Strategic Planning and Organizational Direction

- Understanding strategic planning and its role in organizational performance
- The relationship between vision, mission, values, strategic direction, objectives, and execution
- Strategic planning versus operational and business planning
- Assessing organizational capabilities, resources, processes, and current performance
- Analyzing the external environment and major economic, market, technological, regulatory, and industry trends
- Identifying organizational opportunities, threats, strategic challenges, and emerging issues
- Understanding stakeholder expectations and their influence on strategic priorities
- Identifying critical success factors and strategic drivers
- Defining strategic issues and establishing the scope of strategic planning
- Building a forward-looking strategic perspective
- Linking strategic planning with organizational sustainability and long-term performance

DAY 01 — CONTINUED

PRACTICAL APPLICATION AND DISCUSSION

Conducting a strategic situation analysis and identifying the most important strategic issues facing a selected organization

DAY 02**Strategic Analysis, Objectives, and Strategic Priorities**

- Applying structured strategic analysis methodologies
- Evaluating organizational strengths, weaknesses, capabilities, and strategic gaps
- Analyzing markets, customers, competitors, partners, and stakeholder expectations
- Assessing industry dynamics and external forces affecting organizational strategy
- Identifying strategic opportunities and potential sources of organizational value
- Developing strategic themes and strategic priorities
- Formulating clear and measurable strategic objectives
- Establishing relationships between strategic objectives and organizational outcomes
- Evaluating alternative strategic choices and management options
- Prioritizing strategic objectives based on organizational value, feasibility, risk, and resources
- Creating strategic alignment across corporate, business unit, departmental, and functional levels

PRACTICAL APPLICATION AND DISCUSSION

Developing strategic priorities and measurable strategic objectives based on a completed organizational analysis

DAY 03**Strategy Formulation, Initiatives, and Resource Alignment**

- Translating strategic priorities into strategic initiatives
- Developing strategic programs and projects to support strategic objectives
- Defining initiative scope, expected outcomes, deliverables, milestones, and dependencies
- Establishing implementation priorities and strategic sequencing

DAY 03 — CONTINUED

- Evaluating strategic initiatives according to value, feasibility, urgency, and organizational capacity
- Aligning financial resources with strategic priorities
- Aligning human resources, technology, processes, and operational capabilities with strategy
- Identifying resource constraints and competing priorities
- Establishing ownership and accountability for strategic initiatives
- Developing strategic implementation roadmaps
- Linking strategic plans with annual business plans and departmental plans

PRACTICAL APPLICATION AND DISCUSSION

Building an integrated strategic initiative portfolio and implementation roadmap for selected strategic objectives

DAY 04

Strategy Execution, Governance, Risk, and Performance Management

- Understanding the critical factors that influence successful strategy execution
- Establishing governance structures for strategic planning and implementation
- Defining roles, responsibilities, ownership, decision rights, and accountability
- Developing Key Performance Indicators for strategic objectives and initiatives
- Establishing performance targets, milestones, reporting cycles, and review mechanisms
- Designing strategic performance dashboards and management reports
- Monitoring strategic progress and identifying execution gaps
- Analyzing root causes of implementation problems and performance deviations
- Identifying strategic, operational, financial, technological, regulatory, and organizational risks
- Developing risk mitigation and corrective action plans
- Managing organizational change and stakeholder expectations during implementation

DAY 04 — CONTINUED

PRACTICAL APPLICATION AND DISCUSSION

Developing a strategy execution and performance framework including governance, risks, responsibilities, indicators, targets, and corrective actions

DAY 05**Integrated Strategic Planning and Execution Workshop**

- Reviewing the complete strategic planning and execution cycle
- Integrating environmental analysis, strategic priorities, objectives, initiatives, resources, risks, and performance measures
- Testing strategic assumptions and evaluating alternative future conditions
- Strengthening alignment between strategic plans, business plans, departmental plans, and operational execution
- Developing executive-level strategic planning and performance reports
- Establishing mechanisms for periodic strategic reviews and plan updates
- Developing continuous improvement approaches for strategic planning and execution
- Strengthening strategic communication and stakeholder alignment
- Identifying critical dependencies and factors that may influence successful implementation
- Developing an integrated strategy execution roadmap
- Preparing an executive presentation of the strategic plan and implementation priorities

FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE

Developing and presenting a complete Strategic Planning & Execution framework covering strategic analysis, priorities, objectives, initiatives, resources, governance, responsibilities, milestones, performance indicators, risks, and implementation actions



Register or Request More Information

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

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