

Course No. 1770

Strategic Planning & Objective/Target Setting Training Course

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

DURATION

5 Days

DELIVERY

Classroom

LOCATION

Marrakesh, Morocco

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

Strategic Planning & Objective/Target Setting is a practical professional training course designed to strengthen the ability of managers, leaders, and strategic planning professionals to develop clear, structured, and actionable strategies and translate organizational direction into measurable objectives and targets.

The course provides a systematic approach to strategic planning, including internal and external environmental analysis, strategic priorities, objective formulation, performance indicators, target setting, resource alignment, and execution planning. Participants will learn how to create a clear connection between strategy, implementation, and organizational performance.

A key focus is placed on setting targets that are both ambitious and achievable, supported by reliable data, organizational capabilities, historical performance, and relevant benchmarks. Participants will also explore how to cascade organizational objectives across departments, teams, and individual employees.

Through practical exercises, case studies, and strategic planning workshops, participants will develop the ability to build integrated strategic plans, monitor progress, identify performance gaps, and take corrective action to improve strategic execution and achieve sustainable results.

Objectives

- By the end of this course, participants will be able to:
- Understand the principles, frameworks, and stages of effective strategic planning.
- Analyze internal and external factors affecting organizational performance.

- Evaluate organizational strengths, weaknesses, opportunities, and threats.
- Identify strategic priorities aligned with organizational direction.
- Formulate clear, measurable, and outcome-focused strategic objectives.
- Develop realistic and challenging targets based on organizational capabilities.
- Establish effective performance indicators linked to strategic objectives.
- Align organizational, departmental, team, and individual objectives.
- Translate strategic objectives into practical initiatives and implementation plans.
- Define responsibilities, resources, timelines, and ownership for strategic objectives.
- Monitor performance and measure progress against established targets.
- Analyze performance gaps and deviations from planned targets.
- Develop appropriate corrective and improvement actions.
- Strengthen accountability and ownership for strategic results.
- Build an integrated framework for strategic planning, objective setting, and target management.

Who Should Attend

This course is designed for CEOs, senior executives, directors, department heads, managers, team leaders, and professionals involved in strategic planning, organizational performance, and business improvement.

It is particularly suitable for professionals working in strategic planning, performance management, corporate planning, organizational excellence, operations, human resources, finance, project and programme management, transformation, and business development.

The programme is relevant to government and public sector organizations, banks and financial institutions, oil and gas, energy, engineering, manufacturing, utilities, services, and large corporations seeking to strengthen strategic alignment, performance management, and execution discipline.

Learning Outcomes

- Upon successful completion of the course, participants will be able to:
- Develop a structured and practical strategic planning framework.
- Analyze organizational environments and identify critical performance factors.
- Establish strategic priorities based on organizational needs, opportunities, and risks.
- Formulate specific, measurable, relevant, and results-oriented objectives.
- Develop quantitative and qualitative targets appropriate to organizational requirements.
- Design performance indicators that effectively measure strategic achievement.
- Establish baselines and target performance levels.
- Connect strategic objectives with initiatives, programmes, and projects.
- Translate strategic objectives into operational objectives and action plans.
- Cascade organizational objectives across departments and teams.
- Define ownership, resources, milestones, and accountability for results.
- Analyze performance gaps and deviations from established targets.
- Develop data-driven corrective and improvement actions.
- Use performance reports and dashboards to support strategic decision-making.
- Establish a sustainable approach to strategic performance improvement.

Course Outline

DAY 01

Strategic Planning Foundations & Organizational Analysis

- Understanding strategic planning and its role in organizational success
- Linking vision, mission, values, strategic direction, and priorities
- Strategic versus operational planning
- Understanding the strategic planning cycle
- Internal and external environmental analysis
- Strengths, weaknesses, opportunities, and threats analysis
- Identifying critical organizational capabilities and constraints
- Analyzing business, market, regulatory, and operational trends

DAY 01 — CONTINUED

- Identifying strategic challenges and opportunities
- Establishing strategic priorities
- Translating analysis into strategic direction

PRACTICAL APPLICATION

Developing a strategic environmental analysis for a selected organization

DAY 02

Strategic Objectives & Target Setting

- Characteristics of effective strategic objectives
- Objectives versus outcomes, initiatives, activities, and outputs
- Formulating clear and measurable objectives
- Linking objectives to strategic priorities
- Developing quantitative and qualitative targets
- Establishing performance baselines
- Using historical data and benchmarks to set targets
- Balancing ambitious targets with organizational capability
- Setting realistic, challenging, and outcome-focused targets
- Prioritizing strategic objectives
- Avoiding common objective-setting and target-setting mistakes

PRACTICAL APPLICATION

Developing strategic objectives and establishing appropriate performance targets

DAY 03

Performance Indicators & Organizational Alignment

- Understanding Key Performance Indicators and their strategic role
- Designing indicators that directly support strategic objectives
- Leading and lagging performance indicators

DAY 03 — CONTINUED

- Establishing baselines, thresholds, and target levels
- Linking indicators with strategic targets
- Cascading organizational objectives into departmental objectives
- Translating strategic objectives into operational objectives
- Aligning team and individual objectives with organizational priorities
- Establishing ownership and accountability for results
- Building an integrated performance accountability framework

PRACTICAL APPLICATION

Designing a strategic performance framework linking objectives, indicators, and targets

DAY 04

Strategy Execution & Target Performance Management

- Translating strategic objectives into initiatives and action plans
- Defining activities, responsibilities, resources, and milestones
- Developing implementation timelines
- Aligning resources with strategic priorities
- Monitoring progress against strategic targets
- Measuring actual versus planned performance
- Identifying and analyzing performance gaps
- Root-cause analysis of target deviations
- Developing corrective and improvement actions
- Managing risks that may affect strategic target achievement
- Using performance reports and dashboards for decision-making

PRACTICAL APPLICATION

Performance gap analysis and corrective action planning

DAY 05**Strategic Performance Review & Continuous Improvement**

- Conducting strategic performance reviews
- Evaluating achievement against objectives and targets
- Analyzing performance trends, gaps, and recurring issues
- Reviewing and recalibrating targets when necessary
- Connecting performance results with strategic decision-making
- Strengthening accountability and results-oriented culture
- Establishing continuous strategic improvement mechanisms
- Aligning strategy, objectives, budgets, and organizational resources
- Strengthening departmental and team contribution to strategic outcomes
- Building sustainable objective and target management practices
- Final Integrated Workshop: Developing a complete Strategic Planning & Objective/Target Setting Framework including strategic objectives, targets, performance indicators, initiatives, responsibilities, and implementation priorities

Register or Request More Information

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

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