QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1321

Strategic Thinking & Business Planning Training Course

STRATEGIC MANAGEMENT & CORPORATE STRATEGY
BUSINESS, MANAGEMENT & LEADERSHIP

DURATION **5 Days**	DELIVERY **Classroom**
LOCATION **Marrakesh, Morocco**	DATES **12 – 16 Oct 2026**

Scheduled Event Details

CITY	Marrakesh, Morocco
DATE	12 – 16 Oct 2026
DELIVERY TYPE	Classroom
COURSE FEE	€4,300

Course Overview

The Strategic Thinking & Business Planning Training Course is a comprehensive professional program designed to strengthen the ability of executives, managers, strategic planners, and business professionals to think strategically, analyze business environments, establish priorities, and translate organizational direction into practical and measurable business plans. The course integrates strategic thinking with structured business planning to help participants make better decisions, anticipate challenges, identify opportunities, and contribute effectively to long-term organizational performance.

Strategic thinking enables leaders to look beyond immediate operational concerns and understand the broader factors shaping organizational success. Effective business planning then transforms this strategic perspective into clear objectives, priorities, initiatives, resources, timelines, and performance measures. This course provides a practical framework for connecting strategic analysis with business planning, ensuring that plans are realistic, aligned with organizational capabilities, and responsive to changing business conditions.

The program covers essential areas including strategic thinking, business environment analysis, strategic priorities, organizational capabilities, market and stakeholder analysis, business objectives, business planning, resource planning, risk assessment, performance management, scenario analysis, decision-making, and strategy execution. Participants will learn how to challenge assumptions, recognize strategic patterns, evaluate alternatives, establish priorities, and develop business plans that support organizational objectives.

The Strategic Thinking & Business Planning Training Course is suitable for government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, and large corporations. Through practical exercises, business cases, planning workshops, and strategic decision-making scenarios, participants will develop the ability to move from strategic thinking to practical business planning and create structured plans that support organizational priorities, resource alignment, performance improvement, and effective execution.

Objectives

- Analyze internal and external business factors to identify strategic opportunities, challenges, risks, and priorities during the course.
- Develop strategic thinking approaches that enable participants to evaluate complex business situations from multiple organizational perspectives.
- Evaluate organizational capabilities, resources, market conditions, stakeholder expectations, and business requirements when establishing strategic priorities.
- Apply structured strategic analysis techniques to support business planning and management decision-making.
- Develop clear business objectives aligned with organizational strategy, priorities, capabilities, and expected results.
- Design practical business plans that define initiatives, responsibilities, resources, timelines, milestones, and performance requirements.
- Improve strategic decision-making by evaluating alternative courses of action based on business impact, feasibility, resources, and risk.
- Assess business risks, assumptions, dependencies, and external changes that may affect the implementation of business plans.
- Align financial, human, technological, and operational resources with approved business priorities and planned initiatives.
- Develop performance indicators and targets for monitoring the progress and effectiveness of business plans.
- Strengthen organizational alignment by connecting strategic priorities with departmental, functional, and operational business plans.
- Prepare a comprehensive strategic business plan addressing a selected organizational priority, business challenge, or growth opportunity.

Who Should Attend

The Strategic Thinking & Business Planning Training Course is designed for executives, directors, senior managers, department heads, business unit managers, strategic planning managers, business planning professionals, business development managers, corporate planning specialists, operations managers, transformation leaders, project and program managers, and professionals involved in organizational planning and decision-making. It is particularly valuable for managers who need to connect strategic priorities with practical business plans and measurable organizational outcomes.

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 relevant to professionals in strategy, planning, finance, operations, human resources, business development, risk management, governance, performance management, marketing, investment, organizational development, and transformation.

The program is especially appropriate for managers and professionals who participate in annual and long-term business planning, strategic reviews, resource allocation, performance management, business development, organizational transformation, investment planning, and strategic initiatives. It is also valuable for professionals preparing for broader management and leadership responsibilities.

Learning Outcomes

- Analyze business environments and identify the strategic factors that may influence organizational performance.
- Apply strategic thinking techniques to complex business challenges, decisions, opportunities, and uncertainties.
- Evaluate organizational capabilities, resources, market conditions, stakeholder requirements, and strategic priorities.
- Identify strategic issues and distinguish long-term priorities from short-term operational concerns.
- Develop business objectives that are specific, measurable, relevant, and aligned with organizational strategy.
- Develop structured business plans that connect objectives with initiatives, resources,

responsibilities, milestones, and performance measures.

- Evaluate alternative business strategies and management options using feasibility, impact, risk, and resource considerations.
- Identify key assumptions, dependencies, risks, and external factors that may affect business plan implementation.
- Align financial, human, technological, and operational resources with business priorities and planned initiatives.
- Develop performance indicators and targets for monitoring business plan implementation and organizational results.
- Apply scenario analysis and strategic thinking to improve organizational preparedness for changing business conditions.
- Prepare and present an integrated strategic business plan for a real or simulated organizational challenge or opportunity.

Course Outline

DAY 01

Strategic Thinking and the Strategic Business Environment

- Understanding strategic thinking and its role in modern management
- Strategic thinking versus operational thinking and routine problem-solving
- Developing a broader organizational perspective when making management decisions
- Understanding vision, mission, values, strategic direction, and organizational priorities
- Analyzing internal organizational capabilities, resources, processes, and performance
- Analyzing external economic, market, technological, regulatory, social, and industry factors
- Identifying strategic trends, opportunities, threats, and emerging business challenges
- Understanding complexity, uncertainty, disruption, and changing business conditions
- Challenging assumptions and identifying potential strategic blind spots
- Developing strategic questions that support effective management analysis
- Connecting strategic thinking with organizational performance and long-term value

DAY 01 — CONTINUED

> **PRACTICAL APPLICATION AND DISCUSSION**
>
> Conducting a strategic business environment assessment and identifying key strategic issues for a selected organization

DAY 02

Strategic Analysis, Prioritization, and Business Decision-Making

- Principles of structured strategic analysis and business decision-making
- Identifying strategic issues and defining business problems clearly
- Analyzing organizational strengths, weaknesses, opportunities, and threats
- Assessing market conditions, customers, competitors, and stakeholder expectations
- Identifying strategic opportunities and potential sources of organizational value
- Evaluating organizational capabilities and readiness to pursue strategic priorities
- Developing and comparing strategic alternatives
- Applying criteria for strategic prioritization and management decision-making
- Evaluating feasibility, business impact, resources, risks, and expected outcomes
- Managing trade-offs between competing organizational priorities
- Decision-making under uncertainty and changing business conditions

> **PRACTICAL APPLICATION AND DISCUSSION**
>
> Analyzing a complex business challenge, developing strategic alternatives, and selecting priorities using structured decision-making criteria

DAY 03

Business Planning, Objectives, and Resource Alignment

- Understanding the role of business planning in strategy execution
- Connecting strategic priorities with annual, medium-term, and long-term business plans
- Translating strategic direction into measurable business objectives
- Developing business objectives, expected results, milestones, and implementation priorities

DAY 03 — CONTINUED

- Identifying business initiatives, programs, projects, and operational actions
- Developing business planning assumptions and identifying critical dependencies
- Financial considerations in business planning and resource allocation
- Aligning human resources and organizational capabilities with business priorities
- Aligning technology, processes, infrastructure, and operational capacity with planned initiatives
- Prioritizing initiatives based on strategic importance, value, feasibility, and resources
- Establishing implementation responsibilities and accountability

PRACTICAL APPLICATION AND DISCUSSION

Developing a structured business plan that connects strategic objectives, initiatives, resources, responsibilities, and implementation milestones

DAY 04

Business Plan Execution, Risk, and Performance Management

- Translating business plans into executable initiatives and actions
- Developing implementation schedules, milestones, and management checkpoints
- Establishing accountability and ownership for business plan activities
- Identifying strategic, operational, financial, technological, market, and organizational risks
- Assessing assumptions, dependencies, constraints, and potential implementation barriers
- Developing risk mitigation, contingency, and corrective action measures
- Managing stakeholder expectations during business plan implementation
- Strengthening communication and coordination across departments and business units
- Developing Key Performance Indicators for business plan monitoring
- Establishing targets, performance reviews, reporting mechanisms, and management dashboards
- Analyzing performance gaps and identifying corrective and improvement actions

PRACTICAL APPLICATION AND DISCUSSION

Developing an execution and performance framework for a business plan, including risks, responsibilities, milestones, indicators, and corrective actions

DAY 05

Integrated Strategic Thinking and Business Planning Workshop

- Reviewing the strategic thinking and business planning process
- Integrating environmental analysis, strategic priorities, business objectives, initiatives, resources, risks, and performance
- Reviewing the relationship between strategy, business plans, departmental plans, and operational execution
- Evaluating business plan assumptions and testing their relevance under alternative conditions
- Developing strategic scenarios and assessing potential business responses
- Establishing strategic priorities that can guide resource allocation and management decisions
- Developing performance measures and management review mechanisms
- Strengthening executive communication and presentation of business plans
- Identifying critical success factors, dependencies, and implementation requirements
- Developing continuous improvement mechanisms for business planning
- Preparing an executive-level strategic business plan presentation

> **FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE**
>
> Developing and presenting a complete Strategic Thinking & Business Planning framework covering strategic analysis, priorities, objectives, initiatives, resources, risks, performance indicators, responsibilities, milestones, and implementation actions

Register or Request More Information

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