

Master Strategy & Strategic Planning Certification (5 Days)

Category: Advanced Strategy, Organizational Excellence, Executive Leadership

Delivery: Certification Program

Customization: Includes advanced strategic models, simulations, executive-level decision labs, and certification assessment

Target Audience: Senior managers, directors, strategy officers, consultants, and professionals preparing for strategic leadership roles

Learning Outcomes

Participants will be able to:

- Apply advanced strategic frameworks and models
- Conduct multi-layer strategic analysis using global standards
- Build enterprise-level strategic plans and transformation road maps
- Integrate risk, governance, and performance measurement into strategy
- Lead strategic execution and organizational change
- Present strategy to executives and boards
- Complete certification assessment and capstone project

DAY 1 — Advanced Strategic Thinking & Global Frameworks

Strategic Mindset Foundations

- Strategic vs operational thinking
- Systems thinking
- Exercise: Strategic Mindset Diagnostic

Global Strategy Frameworks

- Porter's Five Forces
- Blue Ocean Strategy

- McKinsey 7S
- Exercise: Framework Application Lab

Enterprise Strategic Context

- Vision, mission, values
- Strategic maturity
- Exercise: Organizational Strategy Mapping

Case Lab

- Advanced case analysis
- Exercise: Strategic Gap Identification

DAY 2 — Strategic Analysis, Intelligence & Decision Models

Strategic Analysis Tools

- SWOT, PESTLE, SOAR
- Scenario planning
- Exercise: Strategic Analysis Simulation

Competitive Intelligence

- Market forces
- Industry trends
- Exercise: Competitive Mapping

Decision-Making Models

- Analytical decision frameworks
- Decision trees
- Exercise: Decision Lab Simulation

Case Lab

- Multi-scenario decision challenge
- Exercise: Strategic Decision Workshop

DAY 3 — Strategy Formulation & Enterprise Road mapping

Strategy Formulation

- Strategic themes
- Strategic objectives
- Exercise: Strategy Formulation Worksheet

Enterprise Road mapping

- Short-term vs long-term strategy
- Transformation roadmap
- Exercise: Roadmap Development Lab

Risk-Integrated Strategy

- Strategic risk assessment
- Mitigation planning
- Exercise: Risk-Strategy Alignment

Case Lab

- Build a full strategic roadmap
- Exercise: Roadmap Simulation

DAY 4 — Strategy Execution, Governance & Performance

Strategy Execution

- Execution models
- Alignment techniques
- Exercise: Execution Planning Lab

Governance for Strategy

- Roles & responsibilities
- Strategic governance frameworks
- Exercise: Governance Mapping

Performance Measurement

- KPIs, OKRs, scorecards
- Strategic dashboards
- Exercise: KPI Design Workshop

Case Lab

- Execution challenge simulation
- Exercise: Performance & Governance Lab

DAY 5 — Executive Communication, Capstone & Certification

Executive Communication

- Board-level communication
- Strategic storytelling
- Exercise: Executive Presentation Simulation

Integrated Strategy

- Combine analysis, formulation, execution
- Exercise: Integrated Strategy Build

Capstone Project

- Participants build a full strategic plan
- Exercise: Capstone Presentation

Certification Assessment

- Written assessment
- Practical evaluation
- Feedback & certification awarding