Certified Strategic Planning Specialist (CSPS)™

Duration: 5 Days (40 Hours)

Course Overview

This training program provides a comprehensive understanding of strategic planning, strategic management frameworks, business planning tools, and effective strategy execution. Participants will explore techniques for analyzing organizational environments, developing strategic objectives, managing risks, monitoring performance, and implementing organizational change.

The program combines theoretical concepts with practical exercises and case studies to develop strategic planning and decision-making capabilities.

Day 1: Fundamentals of Strategic Management

Module 1: Introduction to Strategic Planning

- Overview of strategic management and planning
- Importance and benefits of strategic planning
- Strategic planning concepts, frameworks, and methodologies
- Understanding organizational vision, mission, and values
- Developing strategic objectives, goals, and priorities
- Strategic planning processes and planning cycles
- Different levels of strategy:
    - Corporate strategy
    - Business strategy
    - Functional strategy
- Strategic planning across different organizational environments

Practical Exercise:

- Developing organizational vision, mission, and strategic objectives

Day 2: Strategic Analysis and Environmental Scanning

Module 2: Strategic Environmental Analysis

- Introduction to environmental scanning
- External environmental analysis
- PESTEL analysis
- Porter's Five Forces framework
- Internal organizational analysis
- Evaluating organizational resources and capabilities
- Identifying core competencies
- SWOT analysis and strategic alternatives
- Competitor analysis
- Stakeholder identification and analysis
- Scenario planning and managing uncertainty

Practical Exercise:

- Performing SWOT and PESTEL analysis for an organization

Day 3: Business Planning Frameworks and Tools

Module 3: Strategic Business Planning

- Introduction to business planning frameworks
- Understanding the Business Model Canvas
- Balanced Scorecard framework
- Objectives and Key Results (OKRs)
    - Setting objectives
    - Cascading organizational goals
    - Monitoring and reviewing results
- Strategy maps and strategic alignment
- Translating strategic objectives into initiatives
- Developing strategic action plans
- Aligning departmental plans with organizational strategy
- Resource allocation and budgeting for strategic planning

Practical Exercise:

- Developing a strategic business plan using appropriate planning frameworks

Day 4: Strategic Decision-Making, Execution, and Performance Management

Module 4: Strategic Decision-Making and Execution

- Principles of strategic decision-making
- Evidence-based decision-making techniques
- Strategic risk identification and analysis
- Risk mitigation strategies
- Stakeholder alignment and communication
- Strategic implementation planning
- Developing strategic roadmaps
- Defining responsibilities, ownership, and timelines

Module 5: Performance Measurement and Strategic Control

- Introduction to strategic performance measurement
- Understanding Key Performance Indicators (KPIs)
- Leading and lagging performance indicators
- Defining performance targets
- Performance monitoring systems and dashboards
- Evaluating strategic implementation results
- Periodic performance reviews
- Identifying performance gaps and corrective actions
- Updating strategic plans based on performance
- Strategic control and governance

Practical Exercise:

- Defining strategic KPIs and designing a performance monitoring framework

Day 5: Innovation, Growth Strategies, and Change Management

Module 6: Innovation and Organizational Growth

- Introduction to strategic innovation
- Developing an innovation-driven organizational culture
- Understanding organizational growth strategies
- Market development strategies
- Product development strategies
- Strategic partnerships
- Diversification strategies

Module 7: Strategic Change Management

- Fundamentals of organizational change management
- Managing organizational transformation
- Identifying and addressing resistance to change
- Supporting organizational adaptability
- Developing long-term strategic resilience
- Sustaining continuous improvement

Practical Exercise and Case Study

- Developing an end-to-end organizational strategic plan
- Presenting strategic objectives and implementation approaches
- Reviewing strategic performance and improvement opportunities