

Why Attend

- Gain clarity on how to build strategies that align with mission and vision
- Learn a practical planning process to engage stakeholders and manage resources
- Enhance your ability to lead planning workshops and cross-functional teams
- Improve agility and decision-making through structured strategic reviews
- Walk away with templates and tools to apply immediately in your organization

Target Audience

This program is designed for:

- Strategic planners and business unit leaders
- Mid- to senior-level managers responsible for annual or long-term planning
- Department heads and project leaders
- Financial planners and policy makers
- Entrepreneurs and professionals tasked with setting and executing strategy

Individual Benefits

Key competencies that will be developed include:

- Strategic analysis and priority setting
- Goal formulation and milestone planning
- Stakeholder engagement and communication
- Monitoring and adaptive leadership
- Integration of planning with budgeting and performance

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Better alignment between corporate goals and departmental plans
- Enhanced strategic clarity and execution discipline
- More effective use of resources toward key priorities
- Improved team engagement and accountability
- Stronger resilience in planning amidst change or disruption

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Core concepts and modern approaches to strategic planning
- Case Studies – Strategy formulation and implementation in action
- Workshops – Strategy canvas design, KPI mapping, and planning simulations
- Peer Exchange – Team-based planning discussions and diagnostics
- Tools – Strategic planning templates, alignment checklists, and review dashboards

Course Outline

Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 – 02:00

Day 1: Foundations of Strategy & Planning

- Module 1: Understanding Strategy (07:30 – 09:30) • What strategy is (and isn’t) • Vision, mission, values, and strategy linkage • Strategy types and planning horizons
- Module 2: Strategic Analysis (09:45 – 11:15) • SWOT, PESTLE, and stakeholder analysis • Internal capability assessment • Identifying drivers of success and risk
- Module 3: Goal Setting and Prioritization (11:30 – 01:00) • From big-picture goals to SMART objectives • Setting priorities and sequencing initiatives • Aligning strategy with organizational capacity
- Module 4: Workshop – Strategic Position Mapping (02:00 – 03:30) • Case-based group exercise on positioning and priorities

Day 2: From Strategy to Execution

- Module 5: Building a Strategic Plan (07:30 – 09:30) • Components of an effective plan • Initiatives, responsibilities, and resource planning • Creating alignment with team and departmental plans
- Module 6: KPIs and Performance Alignment (09:45 – 11:15) • Defining measures of success • Linking objectives to operational KPIs • Balanced Scorecard and OKR frameworks
- Module 7: Monitoring, Communication & Review (11:30 – 01:00) • Strategic review cycles and reporting • Communicating strategy across the organization • Adaptive planning and course correction
- Module 8: Final Planning Simulation (02:00 – 03:30) • Participants develop and present a mini strategic plan • Peer feedback and closing insights

Certification

Participants will receive a Certificate of Completion in Strategy & Strategic Planning, confirming their ability to craft, communicate, and execute strategic plans that deliver meaningful, measurable outcomes.

Why Choose MAWA Events

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