

CORPORATE STRATEGY & LONG-TERM PLANNING

“Learn to craft visionary strategies and plan for long-term success in a dynamic business environment.”

Schedule

Date	Venue	Fees (Face-to-Face)
09 - 13 Aug 2026	Cairo, Egypt	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Corporate strategy and long-term planning are essential for driving organizational growth, ensuring sustainability, and adapting to market changes. This course will provide participants with the tools, frameworks, and insights needed to design effective strategies and create actionable long-term plans. Through a combination of theory, case studies, and interactive workshops, attendees will explore key concepts such as strategic vision, competitive advantage, risk management, and resource allocation.

By attending this training, participants will understand how to assess market trends, forecast future challenges, and align their strategic goals with the company's mission and vision to ensure consistent growth and profitability.

Objectives

By the end of this course, participants will be able to:

- Develop and implement effective corporate strategies aligned with organizational goals.
- Conduct strategic analysis to evaluate the business environment and market conditions.
- Design and execute long-term planning processes that ensure business growth and sustainability.
- Utilize competitive advantage frameworks and tools to stay ahead of market competitors.
- Understand and manage risks associated with long-term business decisions and strategies.

Why Attend

- Gain expertise in corporate strategy development and long-term planning methodologies.
- Learn how to align strategic goals with the organization's vision for sustainable growth.
- Understand the tools and techniques required to assess market conditions and make data-driven decisions.
- Learn how to develop competitive advantages and navigate business risks.
- Enhance your ability to lead strategic initiatives and execute long-term plans within your organization.

Target Audience

This program is designed for:

- Senior managers and executives responsible for strategic planning.
- Business owners and entrepreneurs who want to develop long-term growth strategies.
- Corporate strategists and consultants working with organizations on strategy development.
- Professionals involved in business analysis, market research, and long-term decision-making.

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking and business foresight.
- Analytical skills to assess market trends and competitive landscapes.
- Long-term planning techniques for sustainable organizational growth.
- Risk assessment and management in strategy development.
- Enhanced leadership skills for guiding strategic initiatives.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved strategic planning capabilities that align with business objectives and market conditions.
- The ability to identify and exploit competitive advantages for long-term growth.
- Enhanced decision-making skills to navigate risks and uncertainties in the business environment.
- More efficient allocation of resources for long-term business success.
- Greater organizational resilience through effective long-term planning and strategy

Instructional Methodology

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

- Strategy Briefings - Introduction to corporate strategy frameworks and long-term planning principles.
- Case Studies - Analysis of real-world corporate strategies and how they contribute to long-term success.
- Workshops - Interactive exercises to design long-term strategic plans and assess business challenges.
- Peer Exchange - Discussions on strategic challenges and solutions, with input from diverse industries.
- Tools - Templates and frameworks for strategic analysis, competitive advantage assessment, and long-term planning.

Course Outline

Training Hours: 8:30 AM – 4:30 PM **Daily Format:** 3-4 Learning Modules | Coffee Breaks: 10:00 & 3:00 | Lunch Buffet: 12:30 – 1:30

Day 1: Introduction to Corporate Strategy

- Module 1: Overview of Corporate Strategy and Long-Term Planning (08:30 – 10:30)
- Module 2: Key Elements of Strategic Vision and Mission (10:45 – 12:45)
- Module 3: Strategic Frameworks for Business Success (1:30 – 3:30)

Day 2: Strategic Analysis and Market Conditions

- Module 4: Market Analysis and Competitive Landscape (08:30 – 10:30)
- Module 5: Tools for Assessing External and Internal Factors (10:45 – 12:45)
- Module 6: Risk Management in Strategic Decision-Making (1:30 – 3:30)

Day 3: Developing Competitive Advantages

- Module 7: Building and Sustaining Competitive Advantages (08:30 – 10:30)
- Module 8: Leveraging Resources for Strategic Gains (10:45 – 12:45)
- Module 9: Innovation and Differentiation Strategies (1:30 – 3:30)

Day 4: Long-Term Planning and Execution

- Module 10: Long-Term Business Planning Models (08:30 – 10:30)
- Module 11: Forecasting and Capacity Planning (10:45 – 12:45)
- Module 12: Aligning Strategy with Organizational Goals (1:30 – 3:30)

Day 5: Implementing Corporate Strategy and Measuring Success

- Module 13: Action Plans for Strategic Implementation (08:30 – 10:30)
- Module 14: Monitoring and Evaluating Strategy Effectiveness (10:45 – 12:45)
- Module 15: Building a Culture of Strategic Thinking (1:30 – 3:30)

Certification

Participants will receive a Certificate of Completion in Corporate Strategy & Long-Term Planning, acknowledging their ability to design, implement, and manage effective corporate strategies that drive long-term organizational success.

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