

## CERTIFICATE IN STRATEGIC THINKING & PLANNING

*“Develop a visionary mindset and master the tools to shape long-term success through strategic thinking and planning.”*

### Schedule

| Venue (InHouse)               | Fees                  |
|-------------------------------|-----------------------|
| At Your Organization Premises | Ask For The Quotation |

► **Available delivery methods:** In-House Training

### Introduction

In today’s dynamic and competitive business environment, success depends not only on operational efficiency but also on the ability to think strategically and plan effectively. The Certificate in Strategic Thinking & Planning is designed to help professionals enhance their ability to analyze complex situations, anticipate future challenges, and develop actionable strategies that drive sustainable growth.

This course provides a comprehensive understanding of how to connect vision, mission, and objectives to strategic actions. It focuses on developing the skills necessary to identify opportunities, assess risks, allocate resources, and execute strategic initiatives. Through real-world examples, case studies, and practical exercises, participants will learn how to build and implement strategies that ensure long-term organizational success.

### Objectives

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

- Understand the principles and frameworks of strategic thinking and planning.
- Develop a clear and actionable organizational strategy.
- Link strategic objectives with measurable performance outcomes.
- Analyze internal and external environments to identify opportunities and threats.
- Apply tools such as SWOT, PESTEL, and Porter’s Five Forces for strategic analysis.
- Formulate and evaluate strategic alternatives.
- Lead strategic planning sessions and facilitate decision-making.
- Monitor and adjust strategies to ensure successful implementation.

## Why Attend

Strategic thinking is not limited to senior management—it is an essential skill for professionals at all levels who wish to contribute meaningfully to their organization's success. This program provides the mindset, frameworks, and tools needed to think ahead, make informed decisions, and align operations with long-term goals.

Participants will gain practical insights into how successful organizations plan and adapt their strategies in uncertain environments. Whether you are a leader, manager, or professional aiming to enhance your strategic capabilities, this course will equip you with the tools to drive results.

## Target Audience

This course is ideal for:

- Business Leaders and Executives
- Department Heads and Managers
- Strategy and Planning Professionals
- Project and Program Managers
- Entrepreneurs and Business Owners
- Team Leaders responsible for goal setting and resource allocation
- Professionals aspiring to leadership roles in strategic management

## Individual Benefits

- Strengthen your ability to think and plan strategically.
- Improve decision-making through structured strategic frameworks.
- Gain practical tools for developing and executing successful strategies.
- Learn to anticipate challenges and respond proactively.
- Enhance leadership, analytical, and critical thinking skills.
- Build confidence in contributing to high-level planning discussions.
- Earn a professional certificate that validates your strategic competence.

## Organizational Benefits

- Develop a team that aligns daily operations with long-term strategic goals.
- Improve business adaptability and competitive advantage.
- Enhance organizational decision-making and planning processes.
- Promote a culture of proactive thinking and innovation.
- Increase efficiency in resource allocation and project prioritization.
- Strengthen collaboration across departments toward shared objectives.

## Instructional Methodology

The program combines theory with real-world application, ensuring participants can translate learning into practical results.

Learning methods include:

- Interactive lectures and discussions
- Real-life case studies from leading organizations
- Group activities and strategic planning simulations
- Individual and team-based problem-solving exercises
- Framework-based analysis and scenario planning
- Feedback sessions and strategic plan development assignments

## Course Outline

### Module 1: Foundations of Strategic Thinking

- Understanding strategy and its importance
- Strategic vs. operational thinking

### Module 2: Vision, Mission, and Strategic Alignment

- Crafting organizational vision and mission statements
- Aligning goals with corporate strategy

### Module 3: Environmental and Competitive Analysis

- SWOT, PESTEL, and Porter’s Five Forces models
- Identifying key drivers of change and uncertainty

### Module 4: Strategic Formulation and Evaluation

- Generating strategic options and choosing the right path
- Balancing risk, innovation, and sustainability

### Module 5: Strategy Implementation and Execution

- Translating strategy into action plans
- Managing resources, people, and performance

### Module 6: Measuring and Monitoring Strategy

- Developing key performance indicators (KPIs)
- Reviewing progress and refining strategy

### Module 7: Strategic Leadership and Decision-Making

- Leading strategic initiatives
- Encouraging creative and forward-thinking mindsets

### Module 8: Capstone Project

- Developing and presenting a strategic plan for a real or simulated organization

## Certification

Upon successful completion, participants will receive a Certificate in Strategic Thinking & Planning, recognizing their ability to develop, implement, and manage strategic initiatives that drive organizational success and sustainability.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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