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STARTEGIC PLANNING & GOAL SETTING

Start Date:	21/12/2026	**End Date:**	25/12/2026
Categories:	Management	**Venues:**	London
Formats:	In Person	**Instructors:**	

OVERVIEW

This course empowers professionals to lead and contribute to strategic planning processes. Participants will learn how to align goals with organizational vision, prioritize initiatives, and translate strategic objectives into measurable targets and action plans.

OBJECTIVES

By the end of this course, participants will be able to: – Understand the strategic planning process and its organizational importance. – Facilitate goal setting aligned with mission, vision, and values. – Use frameworks like SWOT, OKRs, and SMART goals effectively. – Prioritize initiatives and allocate resources strategically. – Track progress through KPIs and performance measurement tools.

COURSE OUTLINE

1- Introduction to Strategic Planning: Vision, Mission, and Strategy 2- Tools for Environmental Scanning: SWOT, PESTLE, Competitive Analysis 3- Setting Goals: OKRs, KPIs, and SMART Frameworks 4- Cascading Strategy into Action Plans and Accountability 5- Measuring, Monitoring, and Adapting Strategy Execution

TARGET AUDIENCE

All Supervisory Levels, Executives, directors, team leaders, strategic planners, and anyone involved in organizational goal setting or business planning.

METHODOLOGY

Strategy map development, goal-setting labs, KPI dashboards, case analysis, simulation exercises, and team strategy sessions.

CONCLUSION

Participants will leave with practical frameworks and tools to facilitate or lead strategic planning and ensure organizational goals are aligned and measurable.

DAILY AGENDA

Day 1: Think Strategically

Clarify strategic intent and link vision to measurable goals.

Day 2: Scan the Landscape

Use SWOT and PESTLE to guide strategic thinking and decision-making.

Day 3: Set Goals that Drive

Develop OKRs and KPIs that translate strategy into action.

Day 4: Plan for Action

Turn goals into action plans with accountability structures.

Day 5: Track, Learn, Adapt

Use monitoring tools to evaluate success and recalibrate plans.

For more information, please contact us:
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