

Certified Strategy & Business Planning Professional

Duration: 5 Days

Overview: This intensive five-day certification program equips participants with the knowledge, tools, and techniques required to develop, implement, and manage effective business strategies and comprehensive business plans. It covers key aspects of strategic analysis, formulation, implementation, and evaluation, along with the practical skills needed to create robust and actionable business plans. Upon successful completion, participants will be prepared to pursue professional certification in strategy and business planning.

Objectives: Upon completion of this program, participants should be able to:

- Understand the fundamental concepts and frameworks of strategic management.
- Conduct thorough internal and external strategic analyses.
- Formulate effective business strategies at different organizational levels.
- Develop comprehensive and actionable business plans.
- Implement strategic initiatives and manage strategic change.
- Monitor and evaluate strategic performance.
- Understand the role of financial planning in business strategy.
- Manage risks associated with strategy implementation.
- Communicate strategic plans effectively to stakeholders.
- Prepare for professional certification in strategy and business planning.

Training Methodology: This program will utilize a rigorous and applied learning approach:

- Interactive lectures and discussions on key strategic management theories and concepts.
- Case study analysis of real-world strategic challenges and successes.
- Individual and group exercises applying strategic planning tools and frameworks (e.g., SWOT, Porter's Five Forces).

- Workshops focused on developing key components of a business plan.
- Simulation exercises to practice strategic decision-making and implementation.
- Guest speakers (if applicable) from industry leaders in strategy and planning.
- Practice certification exam questions and review sessions.

Workshop 1 (Day 1): Foundations of Strategic Management & Strategic Analysis

- **Outline:**
 - Introduction to strategic management: its importance and evolution.
 - Defining vision, mission, and values.
 - The strategic planning process.
 - External environment analysis: PESTEL framework, industry analysis (Porter's Five Forces).
 - Internal environment analysis: resource-based view, value chain analysis.
 - Conducting a SWOT analysis and identifying strategic issues.
- **Activities:**
 - "Vision and Mission Statement Workshop": Participants analyze and develop effective vision and mission statements.
 - "Industry Analysis Exercise": Applying Porter's Five Forces to a specific industry.
 - "SWOT Analysis Development": Participants conduct a SWOT analysis for a hypothetical organization.
 - "Identifying Strategic Issues": Group discussion on prioritizing key strategic challenges.

Workshop 2 (Day 2): Strategy Formulation - Corporate, Business, and Functional Levels

- **Outline:**
 - Corporate-level strategies: growth, stability, renewal.

- Business-level strategies: cost leadership, differentiation, focus.
- Developing competitive advantage.
- Functional-level strategies: aligning marketing, operations, finance, and HR with overall strategy.
- Strategic alliances and partnerships.
- Making strategic choices.
- **Activities:**
 - "Strategy Selection Case Study": Analyzing different strategic options for a given company.
 - "Developing a Value Proposition": Participants craft a compelling value proposition for a product or service.
 - "Functional Strategy Alignment Exercise": Groups develop aligned functional strategies for a chosen business strategy.
 - "Strategic Alliance Simulation": Exploring the benefits and challenges of strategic partnerships.

Workshop 3 (Day 3): Developing the Business Plan - Part 1

- **Outline:**
 - The purpose and components of a comprehensive business plan.
 - Executive summary development.
 - Company description and background.
 - Market analysis: industry trends, target market, competition.
 - Marketing and sales strategy: product/service, pricing, promotion, distribution.
 - Operations plan: production, supply chain, technology.
- **Activities:**

- "Market Research Analysis": Participants analyze market data and identify key trends.
- "Competitive Analysis Workshop": Evaluating the strengths and weaknesses of competitors.
- "Developing a Marketing Strategy": Groups outline a comprehensive marketing plan.
- "Operations Planning Exercise": Participants develop a basic operations plan for a business.

Workshop 4 (Day 4): Developing the Business Plan - Part 2 & Financial Planning

- **Outline:**

- Management team and organizational structure.
- Financial plan: key financial statements (income statement, balance sheet, cash flow).
- Financial projections and forecasting.
- Funding requests and investor considerations.
- Risk assessment and mitigation strategies.
- Implementation plan and key milestones.

- **Activities:**

- "Financial Statement Basics": Understanding the key elements of financial statements.
- "Financial Projections Workshop": Participants develop basic financial forecasts.
- "Risk Assessment and Mitigation Planning": Identifying and planning for potential business risks.
- "Implementation Planning Exercise": Outlining the steps for putting the business plan into action.

Workshop 5 (Day 5): Strategy Implementation, Evaluation, and Certification Preparation

- **Outline:**
 - Implementing strategic initiatives and managing change.
 - Developing performance metrics and key performance indicators (KPIs).
 - Monitoring and evaluating strategic performance.
 - Adapting strategy in response to changing circumstances.
 - Communicating strategic progress to stakeholders.
 - Overview of professional certification requirements and processes.
 - Practice certification exam questions and review of key concepts.
- **Activities:**
 - "Strategy Implementation Case Study": Analyzing the challenges and successes of strategy implementation.
 - "KPI Development Workshop": Participants define relevant KPIs for different strategic objectives.
 - "Performance Evaluation Exercise": Analyzing performance data and recommending strategic adjustments.
 - "Certification Exam Practice": Working through sample certification questions and discussing answers.