ADVANCED PROGRAMME IN ENVIRONMENTAL SCANNING AND STRATEGIC SITUATION ANALYSIS

Introduction

In today's rapidly changing business, economic, technological, and geopolitical environment, organizations must continuously monitor internal capabilities and external developments to remain competitive, resilient, and responsive. Strategic decisions are only as effective as the quality of information upon which they are based. Organizations that fail to systematically scan their operating environment often miss emerging opportunities, underestimate risks, and struggle to adapt to changing stakeholder expectations, technological disruption, regulatory reforms, and market dynamics. This advanced programme equips executives, senior managers, strategy professionals, and policy makers with internationally recognized methodologies for conducting comprehensive environmental scanning and strategic situation analysis. Participants will gain practical skills in identifying and interpreting external trends, assessing organizational capabilities, evaluating competitive environments, and applying strategic intelligence to support evidence-based planning and decision-making. The programme introduces proven analytical frameworks such as PESTLE Analysis, SWOT Analysis, Porter's Five Forces, Value Chain Analysis, Stakeholder Analysis, Scenario Planning, and strategic intelligence techniques that enable organizations to anticipate change and position themselves for long-term success.

Course Objectives

- Conduct comprehensive environmental scanning using internationally recognized analytical frameworks.
- Analyze internal organizational capabilities and external operating environments.
- Apply strategic analysis tools to support evidence-based decision-making.
- Identify emerging opportunities, threats, risks, and market trends.

- Assess organizational strengths, weaknesses, competitive positioning, and strategic capabilities.
- Conduct stakeholder and industry analyses to inform strategic planning.
- Develop strategic intelligence systems for organizational decision-making.
- Apply scenario planning techniques to prepare for future uncertainties.
- Produce comprehensive strategic situation analysis reports.
- Strengthen organizational resilience, innovation, and long-term competitiveness.

Course Modules

> Module 1: Foundations of Environmental Scanning and Strategic Analysis
- Concepts and principles of environmental scanning
- Strategic situation analysis
- Importance of strategic intelligence
- Strategic thinking in dynamic environments
- Global trends affecting organizations

> Module 2: External Environmental Analysis
- Political environment analysis
- Economic environment analysis
- Social and demographic trends
- Technological disruption
- Legal and regulatory analysis
- Environmental and sustainability considerations

> Module 3: Internal Organizational Analysis
- Organizational capability assessment
- Resource-based analysis
- Core competencies
- Organizational culture assessment
- Value Chain Analysis
- McKinsey 7S Framework

> Module 4: SWOT and TOWS Strategic Analysis
- Conducting SWOT Analysis
- Identifying strategic strengths
- Assessing organizational weaknesses

- Evaluating opportunities and threats
- Developing TOWS strategic options
- Strategic prioritization

> Module 5: Industry and Competitive Environment Analysis
- Porter's Five Forces Model
- Competitor profiling
- Competitive intelligence
- Industry attractiveness assessment
- Market positioning
- Strategic benchmarking

> Module 6: Stakeholder Analysis and Strategic Intelligence
- Stakeholder mapping
- Stakeholder influence analysis
- Strategic communication
- Customer and citizen analysis
- Strategic intelligence systems
- Evidence gathering techniques

> Module 7: Scenario Planning and Future Forecasting
- Scenario planning methodologies
- Trend analysis
- Horizon scanning
- Forecasting techniques
- Strategic foresight
- Managing uncertainty

> Module 8: Strategic Risk Identification and Opportunity Assessment
- Strategic risk management
- Emerging risk identification
- Opportunity mapping
- Risk prioritization
- Enterprise Risk Management (ERM)
- Strategic resilience

> Module 9: Developing Strategic Recommendations

- Translating analysis into strategy
- Strategic decision-making
- Developing strategic alternatives
- Prioritizing strategic options
- Executive reporting
- Evidence-based policy recommendations

> Module 10: Practical Environmental Scanning and Situation

- Organizational environmental scanning exercise
- Situation analysis case study
- Strategic intelligence report preparation
- SWOT and PESTLE practical application
- Group presentations
- Organizational action planning