ADVANCED PROGRAMME IN STRATEGIC PLANNING FOR ORGANIZATIONAL EXCELLENCE

Introduction

Strategic planning is the cornerstone of organizational success, enabling institutions to anticipate change, define long-term priorities, allocate resources effectively, and achieve sustainable competitive advantage. In today's dynamic and increasingly complex business environment, organizations must move beyond traditional planning approaches and embrace strategic thinking, innovation, evidence-based decision-making, and adaptive leadership. Whether in the public or private sector, effective strategic planning provides a clear roadmap for achieving organizational goals while responding proactively to changing political, economic, social, technological, environmental, and regulatory conditions. This advanced programme is designed to equip executives, senior managers, strategy professionals, and organizational leaders with practical knowledge and internationally recognized frameworks for developing high-impact strategic plans. Participants will gain hands-on experience in strategic analysis, stakeholder engagement, vision and mission development, strategic objective formulation, scenario planning, risk integration, resource alignment, implementation planning, and performance measurement. The programme incorporates global best practices drawn from leading organizations and international standards to ensure that participants develop practical competencies for designing and executing strategies that deliver measurable results.By the end of the programme, participants will be capable of leading strategic planning processes that promote organizational resilience, innovation, accountability, operational excellence, and long-term institutional success.

Course Objectives

- Develop comprehensive strategic plans aligned with organizational priorities.
- Conduct strategic and environmental analyses using internationally recognized

frameworks.

- Formulate organizational vision, mission, values, and strategic objectives.
- Develop measurable strategic initiatives and Key Performance Indicators (KPIs).
- Integrate risk management into strategic planning.
- Design implementation roadmaps and action plans.
- Align budgets, resources, and organizational structures with strategy.
- Strengthen stakeholder participation in strategic planning.
- Develop monitoring, evaluation, and learning frameworks.
- Lead strategic planning processes that drive sustainable organizational performance.

Course Modules

> Module 1: Strategic Management and Strategic Planning Fundamentals

- Strategic management concepts
- Strategic planning process
- Characteristics of effective strategic plans
- Strategic leadership
- Global trends in strategic planning

> Module 2: Environmental Scanning and Strategic Analysis

- PESTLE Analysis
- SWOT Analysis
- Porter's Five Forces
- Industry analysis
- Stakeholder analysis
- Competitive intelligence

> Module 3: Vision, Mission, Core Values and Strategic Direction

- Developing compelling vision statements
- Crafting organizational mission statements
- Organizational values
- Strategic intent
- Long-term organizational positioning

> Module 4: Strategic Goals, Objectives and Key Result Areas

- Strategic goal formulation
- SMART strategic objectives

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi

- Key Result Areas (KRAs)
- Critical Success Factors (CSFs)
- Strategic priorities

> Module 5: Strategy Formulation and Strategic Choice
- Corporate strategy
- Business strategy
- Functional strategy
- Strategic options analysis
- Scenario planning
- Strategic decision-making

> Module 6: Strategic Initiatives, Action Planning and Resource
- Strategic initiatives
- Action planning
- Resource mobilization
- Budget alignment
- Responsibility matrices
- Strategic scheduling

> Module 7: Risk Management and Strategic Resilience
- Strategic risk identification
- Enterprise Risk Management (ERM)
- Risk assessment
- Risk mitigation strategies
- Business continuity planning
- Organizational resilience

> Module 8: Performance Measurement and Strategic Monitoring
- Key Performance Indicators (KPIs)
- Balanced Scorecard
- Performance dashboards
- Monitoring frameworks
- Strategic reporting
- Results-based management

> Module 9: Strategy Implementation and Change Management

- Translating strategy into operations
- Organizational alignment
- Leading strategic change
- Managing resistance
- Strategic communication
- Governance for implementation

> Module 10: Strategic Plan Development Workshop

- Developing a complete strategic plan
- Practical planning templates
- Strategic planning simulation
- Group presentations
- Peer review
- Action planning for implementation

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi