Director Development, Leadership & Management

Strategic Planning for Business Leaders

Course Details

Price

£355.00

CPD Points

7.00

Length

Full day (09:00 - 17:00)

Course Overview

Former US president Benjamin Franklin used the adage ' – "If You Fail to Plan, You Are Planning to Fail" In business, it's absolutely true. Without a clear, compelling strategy, even the strongest organisations can lose direction, lack momentum and slip behind the competition. Strategic planning isn't about guesswork or spreadsheets alone; it's about deliberately shaping the future with confidence, clarity and intent.

This highly interactive course empowers senior leaders with the practical tools and insight needed to design, deliver and adapt winning business strategies. Delegates will gain a deeper understanding of the full strategic planning and review process and learn how to build an inclusive, innovative and entrepreneurial approach that balances creativity with commercial reality.

The course also tackle the external forces that matter most today – from environmental and social pressures to rapid economic change.

Led by an expert tutor, the course combines sharp thinking with hands-on activities, real-world case studies and proven planning frameworks.

Delegates will leave with ready-to-use tools, checklists and techniques they can apply immediately to strengthen strategic focus and drive sustainable growth.

Content

The critical components of strategy formulation and strategic planning including:

- What strategy is and what it delivers
- Strategic planning tools and challenges
- Performing a strategic review
- Strategy mapping and formulation
- Making strategic decisions
- Measuring strategy effectiveness

Benefits

The course will address the following questions:

- How is strategy defined?
- How can we measure when a successful strategy has been deliberately applied and learn from it?
- What is the role of the board regarding organisational strategy?
- What does strategy deliver?
- How does the vision, purpose and values of an organisation inform strategic development, if at all?
- What are the differences between strategic and tactical approaches?
- What are the common challenges to creating a successful strategy?
- Individually or collectively, who is accountable for delivering the business strategy?
- What are the 3 key steps to strategic planning?
- What are the principal drivers of strategic formulation?
- What are the 3 main triggers to a strategic review?
- What useful frameworks and tools are available to aid strategic thinking?
- How can you overcome decision making bias?

- How do you measure strategic effectiveness?
- What is a strategy map and how do you use it

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via **admin@gta.gg** or call us on 01481 244570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

David Joel

David Joel is a professionally qualified, Chartered Director. He is a qualified physicist with 20 years in the defence engineering and technology sectors and 10 years in the services and facilities management sector mostly at board level. David's experience covers public sector, private sector and regulated companies. He has undertaken many board effectiveness reviews and has worked with the Institute of Directors delivering the 'Finance for non-Financial Directors' programme and the 'Leadership' programme for the certificate in company direction and was a lead facilitator for the Diploma in Company Direction for the Institute of Directors.