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PLANNING AND STRATEGY MANAGEMENT | PSM-002

# Certified Strategist

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# Course content

## Why Attend

The Certified Strategist Course equips professionals with the advanced tools, analytical frameworks, and leadership mindset necessary to design, execute, and sustain effective organizational strategies. In an increasingly volatile and competitive business environment, strategic thinking has become an essential leadership competency—enabling professionals to anticipate challenges, seize opportunities, and align decisions with long-term organizational success.

Through this Strategist Certification, participants gain a deep understanding of how vision, goals, and performance metrics interconnect to form a cohesive strategic roadmap.

The program focuses on the development of SMART objectives, scenario analysis, and risk evaluation techniques that enhance decision-making at both strategic and operational levels.

Participants will also explore how leadership behavior, communication, and team engagement influence the successful implementation of strategy.

The Certified Strategist Course blends theoretical insight with practical application, allowing participants to use proven models such as the 7S Framework and SWOT analysis while mastering adaptive strategies suited to rapidly changing environments.

Through case studies, reflective exercises, and interactive discussions, professionals will refine their strategic judgment, strengthen analytical agility, and develop confidence in contributing to long-term business success.

### Key topics include:

- Foundations of strategic thinking and planning
- Internal and external business environment analysis
- Strategic agility, adaptability, and risk assessment
- Strategy implementation, measurement, and leadership influence
- Building learning organizations that support sustainable growth

The Certified Strategist Course empowers participants to move beyond traditional planning—developing the ability to think critically, act decisively, and lead strategically.

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## Why Attend

Graduates of this certification gain the practical competence to align strategy, people, and performance toward organizational excellence.

### Key outcomes include:

• Develop Strategic Thinking and Planning Expertise:

• Master the tools and frameworks necessary to design forward-looking strategies that ensure sustainable growth.

• Enhance Leadership Influence in Strategy Execution:

• Understand how leadership behaviors, communication, and engagement impact strategy implementation and outcomes.

• Apply Strategic Analysis and Decision-Making Tools:

• Use advanced models to evaluate business environments, assess risks, and identify key performance indicators.

• Foster Organizational Agility and Learning:

• Build structures and cultures that encourage adaptability, continuous improvement, and long-term success.

• Earn International Recognition in Strategic Competence:

• Attain an APC Strategist Certification that validates your ability to contribute to vision-setting, planning, and execution at an executive level.

## Course outline

### Day One: Understanding the Strategic Environment

• Understanding the impact of leadership competencies on company strategy

• Recognizing and interpreting forces in the strategic environment

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- Understanding the importance of planned and creative approaches to strategy development
- Recognizing organizational change readiness and strategic inflection points
- Recognizing the impact of perceptions on strategic choices

### Day Two: Understanding Strategic Models and Paradigms

- The strategic journey – common models and frameworks to enable strategic choices
- Developing a strategic roadmap
- Understanding and leveraging strategic competences and skills
- Case Study: managing well in an unpredictable environment
- Recognizing and developing the characteristics of strategic agility

### Day Three: Effective Strategic Implementation

- Recognising the key challenges of strategy implementation
- Understanding the impact of structures on organisational effectiveness
- Using the 7S model to analyse organisational competence
- Turning measurement into information to track performance and inform future strategy
- Building learning organisations to support agility

### Day Four: Strategic Leadership

- Effective styles and practices of strategic leaders
- Recognizing, analysing and developing the strategic leadership styles used by you and others
- Great leaders inspire and motivate – do carrots and sticks work?
- Develop your leadership toolkit by understanding motivation theories
- Case Study: Practice your negotiation skills in complex circumstances

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### Day Five: Driving Strategic Performance & Success

- More leadership styles: servant leadership and dispersed leadership
- Understanding the human impact of change
- Understanding employee engagement
- Using communication media effectively
- Achieving success through a dynamic equilibrium between compliance and innovation

# Seminar dates

## Available seminar dates

Live dates and pricing for Certified Strategist generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 9 - 13 November 2026 | Barcelona - Spain | Classroom | **€3,400.-** |
| 16 - 20 November 2026 | Kuala lumpur - Malaysia | Classroom | **€2,280.-** |
| 7 - 11 December 2026 | Istanbul - Turkey | Classroom | **€3,080.-** |
| 14 - 18 December 2026 | Barcelona - Spain | Classroom | **€3,400.-** |
| 21 - 25 December 2026 | Vienna - Austria | Classroom | **€3,360.-** |
| 18 - 22 January 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 15 - 19 February 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 15 - 19 March 2027 | Cape Town - South Africa | Classroom | **€2,272.-** |
| 19 - 23 April 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 17 - 21 May 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 21 - 25 June 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 19 - 23 July 2027 | Madrid - Spain | Classroom | **€3,400.-** |
| 16 - 20 August 2027 | London - U.K | Classroom | **€3,360.-** |
| 20 - 24 September 2027 | Paris - France | Classroom | **€3,600.-** |
| 18 - 22 October 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 15 - 19 November 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 20 - 24 December 2027 | London - U.K | Classroom | **€3,360.-** |