

Informa Connect

Academy

Certificate in Strategic Business Planning

Master Strategic Business Planning by empowering leaders to drive impactful decisions and organisational success.



Click here to visit website

Certified By:



Course Information

Course Overview

This unique, interactive, and comprehensive management master class in Strategic Business Planning has been designed to provide you with the skills and insights to develop strategy and subsequent organisational solutions.

You will delve into the 5Ps and the 'linking strategy' through to KPIs, as well as how to utilise a focused SWOT analysis and the product life cycle to implement effective business plans. You will assess how to use AI to accelerate and enhance your strategic business planning and impact the value chain.

We use case studies, workshops, exercises, and the all-important discussions throughout. You will understand yourself, and others, and then capitalise on learned skills to contribute more effectively to your teams and daily decision-making always with the customer in mind.

Certification Requirements

Learners must meet two criteria to be eligible for the Informa Learning Certificate (ILC), issued in collaboration with The Balanced Scorecard Institute (BSI):

- **Assessment**
 - Learners are required to complete the end-of-course assessment with a pass mark of 70%
- **Attendance**
 - Eligibility for the end-of-course assessment is linked to full attendance
 - Unavoidable absence of up to 2 hours of the total course duration may be considered upon prior written approval to Informa Connect Academy

Learners who do not qualify for the ILC/BSI certificate will receive a Certificate of Attendance from Informa Connect Academy, indicating the number of hours attended.



Course Information

Learning Outcomes

- The ability to strategically create and subsequently plan business frameworks for success
- Develop your strategic management perspective to improve competitive advantage
- Demonstrate an active role in your company's strategy planning and decision-making
- The skill to create strategy, then the tactics for actions to meet budgets and enact change
- The ability to focus on key strategic control areas to guide others to success
- Understand how AI can enhance and accelerate work on strategic business planning
- Grasp the 'step back' approach to maximise profitability from new opportunities
- Generate a complete and comprehensive case for the customer to buy
- Produce, develop, write and manage a strategically driven business plan

This Course Is Ideal For

- Managers of a functional area, who are preparing for advancement into positions where a business-wide perspective is required
- New managers who have recently entered leadership positions and want to increase their range of expertise
- Fast-tracked leaders, with growing responsibility, who wish to strengthen their strategic business approach, strategic thinking, and decision-making skills
- Directors and managers who wish to strengthen and focus their business strategy capabilities



Certification Partner

Earn an Informa Learning Certificate (ILC)



The Informa Learning Certificate (ILC) is a credential developed by Informa, a prestigious leader in professional development. Earning an ILC signifies your commitment to ongoing learning and equips you with the knowledge and expertise to excel in your field.

Every accredited course undergoes an independently validated, in-depth evaluation process to ensure it meets the highest standards of learning design, delivery, and measurable impact.

ILC - Mark of Distinction



Each ILC accredited programme has been assessed based on internationally recognised standards and best practice in learning and development. Backed by Informa's commitment to high-quality training, it signifies your completion of programmes that meet rigorous global quality standards.

- **Expertly Designed for Clear Outcomes:** Learning materials and activities are expertly structured to engage and challenge you, ensuring they meet your needs and help you achieve clear, measurable outcomes.
- **Validated for Real-World Impact:** Each programme is independently assessed to confirm it delivers practical skills and knowledge that can be immediately applied in your professional environment.
- **Kept Relevant and Up-to-Date:** Courses are regularly reviewed against industry trends and workforce demands, giving you confidence that your learning stays current and is aligned with evolving workforce skills.

Brought to you by Informa Connect Academy

Informa Connect
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Informa Connect Academy is a premier provider of global education and training solutions. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

The Balance Scorecard Institute



The Balanced Scorecard Institute (BSI) is a strategic partner of Informa Connect Academy and a globally recognised leader in strategic planning, strategy execution, and performance measurement. Since 1997, BSI has supported

commercial, government, and non-profit organisations in more than 80 countries, helping them implement world-class strategic management systems.

With over 13,000 professionals trained and certified worldwide, BSI brings decades of hands-on consulting expertise into every programme. From strategic planning and KPI development to performance management, BSI empowers executives, managers, and analysts to drive measurable results and build high-performing organisations.

This course is officially certified by the Balanced Scorecard Institute, providing participants with a globally respected credential. The certification affirms the practical value of the training, equipping professionals to lead strategic initiatives, enhance organisational impact, and accelerate their own career growth.



John Alan Davis

He is a seasoned and excellent strategy consultant. A skilled facilitator with over 25 years of experience in executive management and leadership development, specialising in strategy, marketing, and business planning across diverse industries worldwide. As the founder and Managing Director of Scott Davis Management, an accredited CPD Provider, John has designed and delivered executive training programmes globally, with a focus on comprehensive strategy and leadership skills development for clients across Europe, the Middle East, and Africa.

With a career beginning as a development engineer in aerospace, John moved through strategic roles in sales, marketing, and executive management, notably as Marketing Director at SKF in the UK, where he drove market share expansion through innovative business and financial strategies. He later held global roles focused on strategy for automotive components and was Chief Executive of FA'G, where he significantly grew market share by establishing new distributor networks.

John's credentials as an ILM-accredited course designer, SMPS-certified trainer (LBL Strategies, Strategy Management Group), Balanced Scorecard Professional trainer underscore his expertise and commitment to high-quality training. John's strong proactive interpersonal managerial style, which he blends with experiential knowledge, produces lively discussions and positive outcomes on his executive training courses.

Over his career, he has facilitated around 400 courses in strategy, leadership, and management, providing up-to-date industry insights and interactive, impactful training experiences. His academic background and extensive real-world experience ensure his suitability for virtual and in-person training delivery.



"John demonstrated an exceptional ability to explain and clarify even the most complex examples we raised as a group. His engaging approach kept the course dynamic and filled with interactive activities, ensuring we gained a deep and practical understanding of the material"

Manager

Ministry of Economy and Planning

Course Outline

Outlining the Direction

- The necessity for strategic business planning and sensible thinking in the 21st century
- The need for complete involvement and planned input from managers and teams
- Discover why strategic business planning, and the appropriate analysis is essential for organisations
- Generative AI has the ability to impact the entire value chain and drive productivity and growth

Strategic Business Planning With a Customer-Centric Mindset

- Implement the right mindset towards improvement, renewal, change, and the customer
- Core values and beliefs influence the right mind set
- Consider the important significance of 'frames of reference' on your business
- High-level view on the way you think about business and the concept of the 'big picture'
- The important place for creativity and innovation in strategic business planning

Strategic Business Focus, Attention to Detail, and Why It Matters

- Awareness of the balance between operational business issues and strategic objectives
- Understanding how to connect the tangible aspects, like finances and operations, with the intangible ones, like company culture and employee motivation
- Current elements of corporate strategy development towards business planning and implementation

- Operational and scalable leadership, an approach to corporate strategy and planning
- Start to link strategies and involve them with the business plan using a strategic activity tree

What Is Strategy and How Does It Link Through to the Planning Process?

- What is strategy and where does it come from?
- Understand the corporate and marketing impact of inspiring visions on your business
- Explore why strategy comes first—before tactics and business planning—and how it brings change
- The concept and format of the new strategy cycle toward analysis and planning
- The '7 questions sequence' from vision to goals, producing the planning frameworks
- The 'strategic management lifecycle'—analysis to business planning approach explained

Strategic Planning, Strategic Thinking, and Understanding Competition

- Strategic thinking and its impact versus traditional strategic planning formats
- Understanding why strategic business planning should consider competition in detail
- **Exercise:** *How to support your strategy and actively focus your management*
- **Exercise:** *Strategic schools of thought — prescriptive, descriptive, and the configuration*

Course Outline

Core Ideas Behind Strategic Thinking

- Decide on the governing criteria for your organisation - defining three to be prioritised
- Digital strategy and analytics, the impact of social media and the influence on thinking
- The 5Ps of strategic business planning and the initial questions to be considered
- Achieve reinvention through generative AI by developing end-to-end business capabilities
- Further work on competitive advantage and a discussion on its sources and the strategies
- How to prepare operational management for competitive advantage including action plan
- The critical difference between corporate and business level strategic planning

Strategic Visioning to Assess the Future – Analysing Scenarios

- Future based thinking styles in strategic business planning, linking corporate to team value
- The 'product life cycle' to plan for products and brands, understand what customer sees
- Brand and focus applying the Boston Matrix, supporting the importance of strategic planning

Strategy Maps and Their Impact

- A review of strategy maps and how they help your strategic business planning process
- Corporate value – A concept to support your strategic decision making
- Consider how corporate value affects your duties as a senior manager

Improving Business Performance

- Understanding the characteristics of successful companies
- Discover the relationship between market segmentation and competitive assessment
- Stakeholder analysis, acceptability, and approach, and understanding their impact
- Diagnosis of your business performance, using a competitively focused SWOT analysis
- Strategy scenarios, a logical process to manage strategies for change

Identifying and Managing Factors Influencing Implementation

- Identifying and prioritising influencers using Balanced Scorecard and four perspectives
- How to link benchmarking and critical success factors to strategy and tactics
- Linking strategy and tactics to budgets and then to KPIs, to complete the value chain
- Strategies based on stakeholder agenda analysis

From Strategy to Operational Goals

- What to include in your strategic business plan and how to meet your objectives
- An approach for establishing and maintaining structured planning processes, including budgets and forecasts
- Tips and tricks for a successful business plan structure

Course Outline

Making It Happen – Leveraging Innovation

- Diagnosing strategic business change and understanding the dynamics
- Consider the factors and balance of organisational forces
- Create your own 'strategic business plan' for your business within the standard frameworks (Include all the values and items we have discussed over the days as required)

Assessment Exercise and Personal Action Plan



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BOOK
NOW!

 **Click Here for Schedules and Pricing**

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ABOUT INFORMA CONNECT ACADEMY

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Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT TIMINGS, PRICING AND DOCUMENTATION

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at <https://informaconnect.com/delegate-terms-and-conditions>. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/delegate-terms-and-conditions>. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com/academy.



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