

# STRATEGIC THINKING AND PLANNING CERTIFICATION

As per International Standards



## UNICHROME

# Unichrone Training **Advantages**

- ✓ 1 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Strategic Thinking and Planning Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Strategic Thinking and Planning Training Course schedule



## About Unichrone

- ✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

We've trained professionals across global companies

PHILIPS

AXCESS  
FINANCIAL PRODUCT MANAGEMENT

CLARIANT

AkerSolutions

WÜRTH

baycoat

DUPONT

DASHTI

GlobalSign

TriskeleLabs

مصرف الراجحي  
Al Rajhi Bank

DHL

ARASCO  
أراسكو



## Importance of Strategic Thinking and Planning Training

- ✓ Strategic Thinking and Planning Certification demonstrates candidates' advanced proficiency in strategic planning processes and methodologies. It showcases their knowledge of principles of strategic thinking and planning. Moreover, it empowers individuals to develop comprehensive strategies that drive organizational success, even without extensive experience in business strategy. The certification is crucial for professionals aiming to enhance strategic decision-making, improve organizational efficiency, and navigate complex business environments.
- ✓ Strategic Thinking and Planning Training is a transformative journey that ignites critical thinking and hone analytical prowess. Furthermore, individuals can attain a sound understanding of the benefits of Strategic Planning which helps them prepare for the planning process. They can acquire a deeper level of understanding of competitor analysis and the BCG Matrix. Strategic Planning Training profoundly focuses on identifying strategic direction and applying SMART strategic thinking skills. It guarantees expertise in identifying key priority areas for action and formulating objectives.

## ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Strategic Thinking and Planning Training Course. However, having prior knowledge is beneficial.

## WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills to understand Strategic Thinking and Planning can enroll in the Strategic Thinking and Planning Training course.

# STRATEGIC THINKING AND PLANNING CERTIFICATION ADVANTAGES



CERTIFIES  
YOUR TALENT



HELPS  
BUILDING  
VALUES



GLOBAL  
RECOGNITION



PERFECT  
EXECUTION



BUILDS  
CUSTOMER  
LOYALTY



MORE  
EMPLOYABILITY  
OPTIONS

# Syllabus of Strategic Thinking and Planning Training

## Lesson 01 – Introduction to Strategic Planning

- |    |  |
|----|--|
| 1. | Defining What "Strategic" Means              |
| 2. | Using the Strategic Planning Process         |
| 3. | Assessing the Benefits of Strategic Planning |
| 4. | Preparing for the Planning Process           |

## Lesson 02 – Stakeholder Involvement and Undertaking a Strategic Review

- |    |   |
|----|---|
| 1. | How do You Define Stakeholders?                                       |
| 2. | Stakeholder Research  |
| 3. | Collaborator/Competitor Analysis                                      |
| 4. | Boston Consulting Group (BCG) Matrix                                  |
| 5. | Thinking about the Relationship Between Outputs, Outcomes, and Impact |

# Syllabus of Strategic Thinking and Planning Training

## Lesson 03 – Strategic Direction

|    |   |
|----|---|
| 1. | Identifying Strategic Direction   |
| 2. | Mission, Vision, Values, and Direction  |
| 3. | How Review Findings Will Impact On the Organization's Strategic Direction           |
| 4. | Relationship Between Organization Strategy and Brand Identity, and Aligning the Two |
| 5. | Setting Strategic Objectives  |
| 6. | Applying SMART Strategic Thinking Skills  |

## Lesson 04 – Establishing Success Criteria

|    |                                   |
|----|-----------------------------------|
| 1. | Be Transparent                    |
| 2. | Include Past Plans in the Process |
| 3. | Agree on Terminology              |
| 4. | Engaged Leadership                |
| 5. | Avoid Rushing to Conclusions      |
| 6. | Plan for Change Management        |
| 7. | Strategic Planning Takes Time     |



# Syllabus of Strategic Thinking and Planning Training

## Lesson 05 – Listing Priority Areas for Action and Developing Objectives

|    |                                 |
|----|---------------------------------|
| 1. | Strategic Plan Development      |
| 2. | SWOT Analysis to Set Priorities |
| 3. | Long Term Strategic Objectives  |

## Lesson 06 – Using Outcomes-Based Tools and Action Planning Tools

|    |                             |
|----|-----------------------------|
| 1. | Using Outcomes-Based Tools  |
| 2. | Using Action Planning Tools |

# Syllabus of Strategic Thinking and Planning Training

## Lesson 07 – Implementing the Strategy

|    |   |
|----|---|
| 1. | Strategy Implementation                       |
| 2. | Key Factors Involved in Implementing Strategy |
| 3. | Communicating Strategic Plan                  |

## Lesson 08 – Monitoring and Evaluation

|    |  |
|----|--|
| 1. | Undertaking Effective Monitoring and Evaluation                  |
| 2. | Difference Between Monitoring, Evaluation, and Impact Assessment |
| 3. | Identifying the Indicators and How to Measure their Achievement  |
| 4. | Recognizing Emergent Approaches to Monitoring and Evaluation     |

# Exam Format of Strategic Thinking and Planning Certification

| Examination Format         |                                      |
|----------------------------|--------------------------------------|
| Exam Name                  | Strategic Thinking and Planning Exam |
| Exam Format                | Multiple Choice                      |
| Total Questions & Duration | 30 Questions, 1 Hour                 |
| Passing Score              | Minimum passing score of 70%         |
| Exam Cost                  | Included in training fee             |

To get you fully prepared with the knowledge and skills for Strategic Thinking and Planning, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Strategic Thinking and Planning exam.

# Contact Us

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<https://unichrone.com/>

