

Planning vs. Strategy: Understanding the Difference

Leadership Development



9046



In-Class



16 hours

Course Description:

The course explores the distinctions between planning and strategy. Equipping participants with tools to drive daily execution in line with long-term goals. Through practical frameworks and analysis tools, learners will enhance their ability to plan effectively and think strategically.

Target Audience:

This course is designed for mid-level professionals, team leaders, and project managers with 5 to 10 years of experience who are involved in both planning and execution and strategic contribution within their departments.

Course Objectives:

- Explain the conceptual and practical distinctions between planning and strategy in business contexts
- Apply planning and strategic thinking tools to align daily execution with long-term organizational direction

Course Outline

Module 1: The Nature of Planning

- Definition and purpose of planning
- Short-term vs. long-term plans
- The role of structure, timelines, and resources
- Tools for operational planning
- Common pitfalls in planning and how to overcome them
- Linking planning to measurable outcomes

Module 2: Strategic Thinking and Direction

- What makes strategy different from planning
- Strategic analysis tools (e.g., SWOT, PESTLE)
- Vision, mission, and strategic goals
- Scenario planning and adaptability
- Making strategic decisions under uncertainty
- Aligning strategy with execution

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

1.3 CEUs

Course Language:

English Material
Bilingual Explanation

Prerequisites:

N/A