

# Strategic Thinking and Planning



## Description

This course equips learners with essential strategic thinking skills and provides strategic frameworks for developing and implementing impactful strategies in competitive and evolving landscapes. Through modern theories and real-world applications, they will learn to dissect simple to complex scenarios, foresee future developments, and convert strategic visions into concrete plans for achieving desired outcomes

## Who is this Course For?

Managers, supervisors, and team leaders seeking to enhance their strategic thinking and execution capabilities.

## Course Objectives

By the end of this course, learners will be able to:

- Illustrate the fundamentals of strategic thinking and planning including key concepts, the planning process, and fostering a culture of strategic mindset within organizations.
- Analyse the business environment by using various analysis methods to evaluate industry dynamics and competitive landscapes.
- Apply modern strategic thinking theories including interpreting strategic interactions, creating uncontested market spaces, and preparing for multiple future scenarios.
- Develop strategic plans by setting a vision, conducting gap analyses, formulating strategies, and integrating ethical considerations into strategic planning.
- Implement strategic plans by allocating resources, creating action plans with KPIs, overcoming implementation challenges, and monitoring and evaluating progress.
- Adapt strategic plans in dynamic environments by managing risks, responding to rapid changes and fostering continuous improvement.

Course Duration

**16 Hours**

Course Reference No.

**TGS-2025054965**

Mode of Training

**Classroom**

Funding Validity

**Till 07 May 2027**

**Full Fee \$800**

(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	70%	\$312
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	50%	\$472

Subsidies available: SFC, SFEC, UTAP



# Course Content

## Learning Unit 1: Introduction to Strategic Thinking and Planning

- What is Strategic Thinking?
- The Importance of Strategy in Today's World
- Core Strategic Concepts: Competitive Advantage, Core Competencies, Strategic Positioning
- The Strategic Planning Process
- Building a Culture of Strategic Thinking

## Learning Unit 2: Analysing the Business Environment

- Knowing the Current Business Environment
- Introducing Types of Business Analysis
- Industry Analysis and Competitive Landscape

## Learning Unit 3: Modern Theories of Strategic Thinking

- Understanding Strategic Interactions
- Creating Uncontested Market Space
- Preparing for Multiple Futures

## Learning Unit 4: Developing Strategic Plan I - Strategic Vision and Planning

- Setting Strategic Vision
- Conducting Strategic Analysis – Opportunities and Gaps
- Formulating Strategies
- Ethical Considerations in Strategic Decisions

## Learning Unit 5: Developing Strategic Plan II – Resource Allocation and Implementation

- Strategic Resource Allocation
- Developing Action Plans and Key Performance Indicators
- Implementing, Monitoring and Evaluating Progress
- Overcoming Implementation Challenges

## Learning Unit 6: Developing Strategic Plan III - Adapting in a Dynamic Environment

- Risk Management and Contingency Planning
- Adapting to Rapid Change
- Continuous Learning and Strategic Improvement

