MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Executive Leadership and Management

Advanced Planning and Strategic Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2673	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

At **Magna Skills**, we recognize the growing need for visionary leadership and adaptive planning in today’s complex global environment. Our **Advanced Planning and Strategic Management** course is tailored for senior managers, department heads, planners, and policymakers in government institutions, NGOs, and the private sector. This course equips participants with cutting-edge tools and frameworks to analyze their operating environment, design resilient strategies, implement organizational change, and measure strategic success.

With a practical, hands-on approach that includes real-world case studies and interactive sessions, participants will leave equipped to drive long-term impact and institutional growth.

Course Outcomes

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

1. Conduct in-depth strategic and environmental analysis using proven global frameworks.
2. Develop and align strategic plans with organizational mission, vision, and national or sectoral priorities.
3.

Lead and manage change initiatives in alignment with strategic objectives.

4. Identify and mitigate risks associated with long-term strategic planning.

5. Track and evaluate performance through KPIs and strategic reporting tools.

Course Outline / Curriculum

1. **Overview of Strategic Management and Planning**
    1. Strategic leadership in public and private sector institutions
    2. The role of strategic management in organizational sustainability
2. **Environmental and Industry Analysis**
    1. Applying PESTLE, SWOT, and Porter's Five Forces
    2. Understanding the local and regional context in Africa and beyond
3. **Strategic Visioning and Goal Alignment**
    1. Developing compelling mission and vision statements
    2. Setting national development-aligned SMART goals
4. **Advanced Strategic Planning Tools**
    1. Balanced Scorecard, Strategy Maps, and OKRs
    2. Practical sessions on how to apply each tool within your institution
5. **Organizational Strategy Development**
    1. Crafting strategies for innovation, resilience, and competitiveness
    2. Tailored approaches for government, NGOs, and corporates
6.

Implementing and Communicating Strategy

1. Structuring strategy implementation across departments
2. Managing internal communications and strategic change

7. **Strategic Risk Management**
    1. Identifying, prioritizing, and mitigating strategic and operational risks
    2. Using scenario analysis and stress-testing techniques
8. **Performance Monitoring and Evaluation (M&E)**
    1. Key Performance Indicators (KPIs) and dashboard development
    2. Conducting strategic reviews and adapting plans accordingly
9. **Case Studies from Across Africa**
    1. Success stories and failures from government and NGO strategy implementation
    2. Lessons learned and peer discussions
10. **Practical Strategy Workshop**
    1. Participants develop a full strategic plan or review a current one
    2. Presentation of strategic proposals for group feedback

Target Audience

- Chief Executive Officers
- Directors
- Company Secretaries
- Presidential advisors
- Ministerial advisers
- Board Advisers
- Chief Financial Officers
- Board Members
- Heads of Department
- Directors of Human Resources
- Directors of Business Development
- Strategic Advisors
- Senior Managers
- Project Directors

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Advanced Planning and Strategic Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____