

€ TRAINING

Leading and Managing through Strategic
Planning and Innovation

1 - 12 December 2025
Trabzon (Turkey)





Leading and Managing through Strategic Planning and Innovation

REF: ST9 DATE: 1 - 12 December 2025 Venue: Trabzon (Turkey) - Fee: 7950 Euro

Introduction:

This training program is designed to equip leaders with the necessary skills to drive strategic planning and foster innovation within their organizations. It focuses on the practical aspects of developing actionable strategies and managing the change that comes with innovation.

Program Objectives:

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

- Master strategic planning processes that are adaptable and outcome-focused.
- Lead innovation initiatives that align with strategic objectives.
- Implement strategies effectively while managing the associated risks and changes.
- Drive organizational growth through continuous improvement and innovative practices.
- Communicate strategic plans effectively to ensure team alignment and commitment.

Targeted Audience:

- Senior executives and strategic leaders.
- Managers responsible for strategy development and execution.
- Innovation officers and team leaders.
- Project managers overseeing strategic projects.
- Professionals in roles responsible for driving change and innovation.

Program Outline:

Unit 1:

Strategic Planning Frameworks:

- Overview of strategic planning processes and methodologies.
- Tools for environmental and competitive analysis SWOT, PESTLE.
- Setting strategic objectives that are specific, measurable, achievable, relevant, and time-bound SMART.

- Developing strategic plans that incorporate flexibility and adaptability.

Unit 2:

Leadership in Strategy and Innovation:

- The role of leadership in fostering a culture of innovation and strategic thinking.
- Techniques for leading teams through the strategic planning process.
- Encouraging creative thinking and innovation within strategic frameworks.
- Balancing leadership roles between maintaining operational oversight and driving strategic change.
- Developing leadership skills that promote risk-taking and innovative thinking.

Unit 3:

Operationalizing Strategies:

- Translating strategic plans into operational actions.
- Tools and techniques for effective strategy implementation, including project management software and KPI tracking.
- Managing resources and stakeholder expectations during strategy rollout.
- Overcoming common challenges in moving from planning to action.
- Evaluating and adapting strategies based on operational feedback and outcomes.

Unit 4:

Managing Change and Innovation:

- Strategies for effective change management linked to strategic implementation.
- Methods for introducing and managing innovation within the workplace.
- Tools for monitoring and evaluating the impact of innovative practices.
- Engaging employees and stakeholders in the change process.
- Case study analysis of an organization that successfully managed strategic change and innovation.

Unit 5:

Measuring Success and Sustaining Growth:



- Establishing metrics and benchmarks for assessing strategy and innovation performance.
- Continuous improvement practices to sustain growth and adapt to new challenges.
- Techniques for regular strategic reviews and revisions.
- Leveraging success stories and learning from failures.
- Strategies for maintaining momentum in strategic initiatives and innovation efforts.