

€ TRAINING

Certified Strategic Planner CSP

A group of four smiling business professionals (two men and two women) in a meeting room. They are wearing white shirts and are seated around a table. The background is blurred, showing a modern office environment. A large blue curved graphic element is overlaid on the top right and bottom right of the image.

1 - 5 December 2025
Vienna (Austria)



Certified Strategic Planner CSP

REF: ST2861 DATE: 1 - 5 December 2025 Venue: Vienna (Austria) - Fee: 5940 Euro

Introduction:

This training program is designed to prepare participants for the Certified Strategic Planner CSP exam only.

This training program covers strategic planning methodologies, tools for decision-making, and techniques for aligning strategies with organizational goals. Participants will gain practical insights into developing, executing, and managing strategic plans to drive long-term success. Through it, participants will be able to align organizational objectives with actionable strategies, fostering sustainable growth and competitive advantage.

Program Objectives:

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

- Understand the core principles and methodologies of strategic planning.
- Analyze internal and external environments to inform strategic decisions.
- Develop comprehensive strategic plans aligned with organizational objectives.
- Implement and monitor strategic initiatives for continuous improvement.
- Prepare effectively for the CSP certification exam.

Target Audience:

- Business Leaders and Executives.
- Strategy Managers and Consultants.
- Department Heads responsible for strategic initiatives.
- Professionals involved in organizational planning and development.
- Consultants involved in strategic advisory services.

Program Outline:

Unit 1:

Foundations of Strategic Planning:

- Introduction to strategic planning and its importance in organizational success.

- Key concepts and frameworks in strategic management SWOT, PESTEL.
- The role of vision, mission, and values in guiding strategy.
- Defining long-term goals and objectives.
- Building a strategic mindset across the organization.

Unit 2:

Environmental Analysis and Strategic Tools:

- Techniques for conducting external environmental analysis.
- Internal analysis: evaluating organizational resources and capabilities.
- Strategic tools: SWOT, PESTEL, Porter's Five Forces, and Value Chain Analysis.
- Identifying competitive advantages and market opportunities.
- Aligning strategic decisions with organizational goals.

Unit 3:

Developing and Implementing Strategic Plans:

- Steps for creating a robust strategic plan.
- Involving key stakeholders in the planning process.
- Setting measurable goals and performance indicators KPIs.
- Resource allocation for strategic initiatives.
- Implementing, executing, and managing strategic initiatives.

Unit 4:

Monitoring and Adjusting Strategic Plans:

- Techniques for monitoring progress against strategic goals.
- Using performance metrics to evaluate success.
- Identifying when and how to adjust strategies in response to change.
- Tools for real-time tracking and reporting on strategic initiatives.
- Best practices for ensuring continuous strategic alignment.



Unit 5:

CSP Certification Exam Preparation:

- Overview of the Certification Exam Structure.
- Key Topics and Areas of Focus for the Exam.
- Sample Questions and their Potential Answers.
- Resources and Materials for Effective Exam Preparation.

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