



Professional Development Institute  
info@pdi.org.uk  
+44 208 720 6582

## **Certified Strategic Planning Specialist**

### **Certificate Overview**

This professional certificate has been designed to provide participants with a holistic overview of the key principles of strategic planning. It will provide practical approach towards becoming a strategic decision maker, by get the knowledge how to conduct need analysis, problem solving and strategic decision making to achieve better business value, and become an innovator, a persuasive player, and a champion of strategic decision-making.

### **What you will Learn - Key Takeaways**

Understand how to connect strategic analysis to strategy execution using hypothesis testing to unearth key assumptions and assess their validity.

Understand the Four different approaches to strategy formulation and how governance ties into effective strategy formulation.

Understand the tips from industry experts for successful strategy development and execution.

### **Target Audience**

This highly practical and interactive certification program has been specifically designed for professionals in the training field.

Professionals working in managerial roles in any organization.

Decision making job-role involving business and technical decision-making.

### **Certificate Outline**

Strategy Analysis

Strategy Formulation

Strategy Implementation

Preparing for the Strategic Planning Process

Initiating the Strategic Planning Process

Practical Perspectives



**Professional  
Development  
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Member of the IAB Group

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### **Exam Requirements**

Online Examination will need to be sat under controlled conditions at a PDI accredited centre.

70% passing grade.

Exam available in a range of different languages.

3 Hours duration



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