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## Strategic Planning Professional Certificate (SPP) – Level 4

### Introduction

The **Strategy Planning Professional Certificate** is designed to equip professionals with the essential knowledge and skills to effectively plan, develop, and implement strategic plans in any organizational context. This certificate focuses on key strategic planning methodologies, tools, and techniques for identifying business challenges, setting objectives, and creating actionable plans for success.

The main objective of this certificate is to provide learners with a solid foundation in strategic planning, including the analysis, formulation, and implementation of strategies that align with organizational goals. By the end of the program, learners will be able to contribute to the development and execution of effective strategies in diverse business environments.

### Learners: What Will They Learn?

Upon completing the **Strategy Planning Professional Certificate**, learners will:

1. Gain an understanding of the strategic planning process.
2. Learn how to analyze internal and external factors affecting strategy.
3. Master tools for setting clear, actionable, and measurable strategic objectives.
4. Develop the skills to formulate strategies based on competitive advantages and market insights.
5. Acquire the ability to implement and monitor strategies effectively.
6. Understand how to adapt strategies to ensure organizational growth and sustainability.

### Certificate Overview

- **Certificate Level - Level 4:** This is a mid-level certification that builds on foundational knowledge and skills
- **Target Audience:** This certificate is ideal for professionals looking to deepen their strategic planning skills, particularly those in roles involving leadership, management, or strategy development.
- **Format:** The certificate is typically offered through accredited professional educational institutions, and it delivered in a hybrid format.
- **Completion Requirements:** Successful completion of all assessments and exams.



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- **The assessment process** for the SPP Level 4 certification required the following:
  - **Exams:** Multiple-choice or case study-based exams testing theoretical and practical knowledge of strategic planning topics.
  - The examination contains 100 questions.
  - Candidates are required to attempt all questions.
  - Candidates will be graded Pass or Fail. A result of Fail will be recorded where candidates do not achieve the required marks for a Pass.
  - A result Pass required to achieve 70% of the required marks
  - Bilingual dictionaries are permitted for use in the examination.
  - **Continuous Assessment:** Ongoing assessments through quizzes, practical activities, and assignments throughout the course.
  - **Exam non-disclosure:** The Certificate examinations are non-disclosed examination, which means that current exam questions and answers will not be published or divulged.

- **Prerequisites**

The main requirements are a basic knowledge in management and planning, as well as a general understanding of strategic planning principles.

- **Duration:** Qualification Time and Guided Learning hours;
  - The Certificate amounts to a minimum of 120 Guided Learning Hours, with additional hours of directed and self-directed study.
  - This qualification has a recommended TQT value of 200 hours and a GLH of a minimum of 120 hours. The learning hours for this qualification are as follows:

Guided Learning Hours (GLH)	Total Qualification Time (TQT)
120 hours	200 hours

- **Continuing Education:** require periodic re-certification or professional development activities to maintain the certification.

### About the Certificate

#### Module 1: Introduction to Strategic Planning

- Overview of strategic planning
- Importance of strategic planning in organizations
- Key components of a strategy



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- Types of strategies: corporate, business, and functional
- Strategic planning process and its stages

#### **Module 2: Environmental Analysis and Strategic Tools**

- Conducting a SWOT analysis
- PESTEL analysis
- Porter's Five Forces Framework
- Competitor analysis
- Identifying market trends and customer insights

#### **Module 3: Setting Strategic Objectives**

- Vision, mission, and values in strategic planning
- SMART goals and KPIs
- Aligning objectives with organizational vision and mission
- Prioritizing strategic goals

#### **Module 4: Strategy Formulation**

- Approaches to strategy formulation: top-down vs. bottom-up
- Differentiation, cost leadership, and focus strategies
- Value proposition development
- Resource allocation in strategic plans

#### **Module 5: Strategy Implementation**

- Creating action plans and roadmaps
- Role of leadership in strategy execution
- Resource management and operationalization of strategy
- Monitoring and controlling the strategy

#### **Module 6: Performance Evaluation and Strategic Adjustment**

- Strategic performance management frameworks
- Key performance indicators (KPIs) and dashboards



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- Continuous improvement and feedback loops
- Adapting strategy in response to changing market conditions

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