Strategy and Strategic Planning Training Course

OGT-1085 · 5 days · 30 CPD hours · English

OVERVIEW

Strategy and Strategic Planning is a professional development programme designed to strengthen organisational direction, improve strategic decision-making, and establish effective approaches to long-term business performance within the oil and gas industry. Operating in a commercially demanding environment requires organisations to respond to market developments, manage operational uncertainties, allocate resources effectively, and maintain alignment between corporate priorities and business objectives. A well-defined strategy provides the structure through which senior management translates organisational ambitions into measurable priorities, coordinated initiatives, and sustainable business results.

The Strategy and Strategic Planning Training Course by Oil & Gas Training Institute focuses on the practical application of strategic management principles across oil and gas organisations. It addresses the relationship between corporate planning, business strategy development, organisational capabilities, market positioning, and strategy execution. Participants examine how strategic priorities are established, evaluated, communicated, and translated into operational responsibilities across different business functions.

The oil and gas sector operates within a complex business environment influenced by energy market fluctuations, investment requirements, technological developments, regulatory expectations, supply chain considerations, and changing customer demands. These factors create a need for structured strategic planning processes that enable organisations to anticipate challenges, evaluate business opportunities, and maintain competitive positioning. Effective strategic planning allows leadership teams to establish clear priorities while ensuring that financial, operational, commercial, and human resources support the organisation's long-term direction.

This training course examines the strategic planning process from organisational assessment and environmental analysis through to strategy formulation, implementation, performance monitoring, and continuous improvement. It provides a structured approach to evaluating internal capabilities, identifying external business influences, assessing strategic alternatives, and establishing realistic performance objectives. Particular attention is given to the relationship between corporate strategy and operational execution, ensuring that strategic commitments translate into practical business activities.

Business strategy development is an essential management responsibility because it determines how an organisation competes, invests, grows, and manages its resources. Within oil and gas operations, strategic decisions influence exploration and production investments, asset management, project development, commercial partnerships, operational efficiency, and organisational resilience. Management teams must therefore understand how to evaluate strategic options against financial considerations, operational requirements, risk exposure, and long-term business priorities.

The programme also addresses the importance of strategic alignment across organisational levels. Corporate leadership establishes the overall direction, business unit managers translate corporate priorities into departmental strategies, and operational management ensures that resources and activities support agreed objectives. Without this

alignment, organisations face fragmented priorities, inefficient resource utilisation, inconsistent performance measurement, and difficulties achieving strategic outcomes.

Participants will examine practical approaches to strategy execution, including strategic initiative management, performance indicators, accountability structures, resource allocation, and management reporting. The course considers how organisations can monitor strategic progress, identify implementation challenges, and adjust priorities in response to changing business conditions.

Another important area is the integration of strategic risk management into corporate planning. Oil and gas organisations face financial, operational, commercial, technological, environmental, and geopolitical uncertainties. Strategic planning must account for these influences while maintaining a clear focus on business continuity, investment priorities, and organisational performance. Participants will explore how scenario analysis, strategic risk assessment, and performance reviews contribute to more informed management decisions.

Through the Strategy and Strategic Planning Training Course, Oil & Gas Training Institute supports professionals responsible for corporate direction, business development, operational management, strategic initiatives, and organisational performance. The programme strengthens the ability to develop coherent strategies, establish measurable performance objectives, coordinate implementation activities, and evaluate results against organisational priorities.

By connecting strategic management with practical business requirements, the course enables participants to contribute more effectively to corporate planning and organisational development. It establishes a management-focused approach to turning business ambitions into achievable strategic commitments and measurable outcomes.

OBJECTIVES

- Understand the relationship between corporate strategy, strategic management, and organisational performance within the oil and gas industry.
- Evaluate internal organisational capabilities and external business conditions to identify strategic priorities.
- Apply a structured strategic planning process to establish organisational direction and long-term business priorities.
- Develop effective business strategies aligned with corporate objectives, operational requirements, and commercial expectations.
- Assess industry developments, competitive positioning, market opportunities, and emerging business challenges.
- Establish clear strategic goals, performance objectives, and measurable organisational targets.
- Evaluate strategic alternatives using financial, operational, commercial, and risk-based considerations.
- Align departmental plans and operational activities with broader corporate planning requirements.

- Strengthen resource allocation decisions to support strategic priorities and organisational commitments.
- Translate corporate strategies into actionable implementation plans with defined responsibilities and timelines.
- Improve strategy execution through effective governance, leadership accountability, and performance monitoring.
- Apply key performance indicators and management reporting systems to evaluate strategic progress.
- Integrate strategic risk assessment and scenario planning into business strategy development.
- Identify implementation barriers and develop appropriate responses to changing organisational and market conditions.
- Improve strategic communication and coordination between senior leadership, business units, and operational teams.
- Establish continuous improvement approaches that support long-term organisational effectiveness and business sustainability.

TRAINING METHODOLOGY

- Interactive Professional Presentations: Structured sessions covering strategic management, corporate planning, business strategy development, organisational alignment, and strategy execution.
- Oil and Gas Industry Case Studies: Examination of relevant business situations involving investment priorities, market developments, operational performance, commercial challenges, and organisational strategy.
- Strategic Planning Exercises: Practical activities involving organisational assessment, SWOT analysis, PESTLE analysis, strategic prioritisation, and the development of corporate objectives.
- Business Strategy Development Activities: Exercises focused on evaluating strategic alternatives, identifying business opportunities, and aligning proposed strategies with organisational requirements.
- Scenario-Based Discussions: Management scenarios that examine changing market conditions, strategic uncertainties, resource constraints, and alternative business decisions.
- Group Workshops: Collaborative activities involving strategic planning, departmental alignment, performance objectives, and organisational implementation priorities.

- Strategy Execution Exercises: Practical examination of implementation roadmaps, strategic initiatives, accountability structures, and performance monitoring arrangements.
- Performance Measurement Activities: Exercises involving key performance indicators, performance reviews, management reporting, and the evaluation of strategic outcomes.
- Expert-Led Discussions: Facilitated discussions addressing strategic leadership challenges, corporate governance considerations, organisational transformation, and long-term business priorities.
- Knowledge Assessment and Feedback: Review activities designed to evaluate participants' understanding of the programme's key areas and reinforce the practical application of strategic management principles.

ORGANISATIONAL IMPACT

- Improved Strategic Alignment: Establish stronger connections between corporate objectives, departmental plans, and operational activities to ensure consistent organisational direction.
- More Effective Corporate Planning: Strengthen strategic planning processes through structured business assessments, prioritisation, resource allocation, and implementation planning.
- Better Resource Utilisation: Improve the allocation of financial, human, technological, and operational resources according to organisational priorities.
- Stronger Strategy Execution: Translate corporate strategies into actionable initiatives with defined responsibilities, implementation timelines, and measurable outcomes.
- Enhanced Business Performance: Establish relevant performance objectives and monitoring mechanisms to evaluate organisational progress and identify performance gaps.
- Improved Management Decisions: Support evidence-based strategic decisions through business environment analysis, scenario planning, and evaluation of strategic alternatives.
- Greater Organisational Resilience: Integrate strategic risk considerations into corporate planning to strengthen preparedness for market fluctuations, operational challenges, and business uncertainty.
- Increased Cross-Functional Coordination: Improve collaboration between departments and business units by aligning responsibilities with shared corporate objectives.
- Stronger Management Accountability: Establish clearer ownership of strategic initiatives, performance targets, and organisational commitments.

- Sustainable Business Development: Support long-term organisational growth through structured strategy development, continuous performance evaluation, and strategic improvement.

PERSONAL IMPACT

- Enhanced Strategic Thinking: Develop the ability to analyse complex business situations, recognise emerging opportunities, and make decisions aligned with long-term organisational priorities.
- Improved Decision-Making: Strengthen the ability to evaluate strategic alternatives using commercial, financial, operational, and risk-based considerations.
- Stronger Leadership Capabilities: Improve the ability to communicate strategic direction, influence management decisions, and coordinate teams towards common objectives.
- Better Business Understanding: Develop a comprehensive understanding of corporate planning, business strategy development, and strategic management within the oil and gas industry.
- Improved Planning Skills: Gain practical capabilities in establishing strategic priorities, defining performance objectives, and developing structured implementation plans.
- Greater Performance Awareness: Strengthen the ability to interpret performance indicators, assess strategic progress, and identify areas requiring management attention.
- Increased Professional Confidence: Build confidence in contributing to executive discussions, strategic reviews, business planning, and organisational development initiatives.
- Stronger Risk Awareness: Improve the ability to recognise strategic uncertainties, assess business exposure, and support informed management decisions.
- Career Development: Strengthen professional competencies relevant to senior management, corporate planning, business development, and strategic leadership responsibilities.

WHO SHOULD ATTEND

- Chief Executive Officers and Managing Directors responsible for corporate direction, business growth, and long-term organisational performance.
- Directors and Senior Executives involved in strategic decision-making, corporate governance, and investment planning.

- Strategic Planning Managers responsible for developing, coordinating, and reviewing organisational strategies.
- Corporate Planning Managers overseeing business plans, strategic priorities, and organisational performance.
- Business Development Managers responsible for identifying commercial opportunities and supporting business expansion.
- Operations Managers who need to align operational performance with corporate strategy and organisational objectives.
- General Managers responsible for translating executive priorities into departmental plans and operational commitments.
- Strategy and Transformation Professionals managing strategic initiatives, organisational change, and business improvement programmes.
- Finance Managers and Financial Controllers involved in strategic budgeting, investment evaluation, and resource allocation.
- Project Directors and Project Managers responsible for ensuring that major projects support organisational priorities.
- Commercial Managers involved in business positioning, contract strategy, partnership development, and commercial performance.
- Risk Management Professionals responsible for identifying strategic threats and supporting organisational resilience.
- Human Resources Directors and Managers involved in workforce planning, leadership development, and organisational capability.
- Performance Management Professionals responsible for strategic KPIs, management reporting, and performance evaluation.
- Department Heads and Functional Managers seeking to improve strategic alignment and departmental effectiveness.
- Senior Professionals preparing to assume wider management responsibilities involving corporate strategy and business planning.

COURSE OUTLINE

Day 1

- Understanding strategy and its importance in corporate management.
- The relationship between organisational vision, mission, values, and strategic direction.
- Strategic management principles and their application in oil and gas organisations.
- The structure and characteristics of the international oil and gas business environment.
- Evaluating upstream, midstream, and downstream business priorities.
- Understanding the influence of energy markets, investment trends, and industry developments.
- Assessing internal organisational capabilities, resources, and operational strengths.
- Conducting external environmental assessments to identify business opportunities and threats.
- Applying SWOT analysis to evaluate organisational strategic positioning.
- Using PESTLE analysis to assess political, economic, social, technological, legal, and environmental influences.
- Competitive analysis and understanding industry positioning.
- Identifying strategic challenges associated with market volatility, operational complexity, and investment uncertainty.
- Establishing the connection between corporate governance, leadership priorities, and strategic management.
- Evaluating organisational readiness for strategic development and implementation.

Day 2

- Understanding the stages and structure of the strategic planning process.
- Establishing strategic direction through corporate vision, mission, and organisational priorities.
- Identifying short-term, medium-term, and long-term strategic requirements.

- Defining corporate goals and translating them into measurable strategic objectives.
- Business strategy development for different oil and gas business operations.
- Evaluating business opportunities and strategic alternatives.
- Assessing market positioning, competitive advantage, and organisational differentiation.
- Developing growth strategies and business expansion priorities.
- Evaluating investment opportunities against financial and operational considerations.
- Integrating financial planning, budgeting, and resource allocation into corporate planning.
- Applying scenario planning to evaluate alternative business conditions.
- Identifying strategic assumptions, dependencies, and implementation requirements.
- Aligning business unit strategies with corporate objectives.
- Prioritising strategic initiatives according to organisational value and available resources.
- Preparing structured strategic plans that establish clear responsibilities and expected outcomes.

Day 3

- Understanding corporate planning frameworks and their role in organisational management.
- Translating corporate strategy into departmental and functional business plans.
- Establishing strategic priorities across upstream, midstream, and downstream operations.
- Aligning operational plans with commercial and financial objectives.
- Defining performance objectives that support corporate strategy.
- Establishing measurable strategic goals and organisational performance targets.
- Developing key performance indicators for strategic management.
- Applying the Balanced Scorecard approach to organisational performance management.

- Connecting financial, customer, internal process, and organisational development objectives.
- Aligning workforce capabilities and organisational structures with strategic requirements.
- Coordinating cross-functional responsibilities and management commitments.
- Integrating capital expenditure and operational expenditure considerations into strategic planning.
- Establishing accountability structures for strategic objectives and business outcomes.
- Evaluating the relationship between resource allocation and strategic priorities.
- Developing strategic performance reporting and management review frameworks.
- Addressing inconsistencies between corporate priorities and departmental performance.

Day 4

- Understanding the relationship between strategic formulation and effective strategy execution.
- Translating strategic plans into practical implementation programmes.
- Establishing strategic initiatives, milestones, responsibilities, and delivery timelines.
- Developing implementation roadmaps for corporate and business unit strategies.
- Assigning leadership accountability for strategic delivery.
- Coordinating people, technology, financial resources, and operational capabilities.
- Managing organisational change during strategic implementation.
- Addressing resistance to change and competing organisational priorities.
- Strengthening communication between executive management and operational teams.
- Identifying barriers that affect strategic implementation and business performance.
- Integrating strategic risk management into corporate planning.
- Assessing financial, operational, commercial, technological, and geopolitical risks.

- Applying scenario analysis and contingency planning to support strategic resilience.
- Monitoring implementation progress through management reporting and performance reviews.
- Developing corrective actions when strategic initiatives deviate from established objectives.
- Maintaining alignment between changing business conditions and strategic commitments.

Day 5

- Establishing strategic monitoring and evaluation frameworks.
- Measuring organisational performance against established strategic objectives.
- Using key performance indicators to assess strategic implementation.
- Evaluating financial and non-financial measures of organisational performance.
- Conducting strategic reviews and management performance assessments.
- Analysing performance gaps and identifying underlying causes.
- Assessing the effectiveness of corporate planning and strategy execution.
- Reviewing strategic initiatives against expected business outcomes.
- Evaluating the contribution of departmental performance to corporate objectives.
- Using management dashboards and reporting systems to support executive decisions.
- Identifying opportunities to improve operational efficiency and organisational effectiveness.
- Adjusting strategic priorities in response to industry developments and changing market conditions.
- Integrating lessons learned into future business strategy development.
- Strengthening accountability and performance ownership across management levels.
- Establishing continuous improvement mechanisms for strategic management.

- Maintaining long-term strategic alignment, organisational resilience, and sustainable business performance.

SCHEDULED DATES

Dates	Venue	Format	Fee
22 - 26 Mar 2027	Abu Dhabi, United Arab Emirates	In person	$3,950
22 - 26 Mar 2027	Abuja, Nigeria	In person	$3,950
22 - 26 Mar 2027	Accra, Ghana	In person	$3,950
22 - 26 Mar 2027	Addis Ababa, Ethiopia	In person	$3,950
22 - 26 Mar 2027	Al Ain, United Arab Emirates	In person	$3,950
22 - 26 Mar 2027	Al Khobar, Saudi Arabia	In person	$3,950
22 - 26 Mar 2027	Alberta, Canada	In person	$3,950
22 - 26 Mar 2027	AlUla, Saudi Arabia	In person	$3,950
22 - 26 Mar 2027	Amman, Jordan	In person	$3,950
22 - 26 Mar 2027	Amsterdam, The Netherlands	In person	$3,950
22 - 26 Mar 2027	Athens, Greece	In person	$3,950
22 - 26 Mar 2027	Baku, Azerbaijan	In person	$3,950
22 - 26 Mar 2027	Barcelona, Spain	In person	$3,950
22 - 26 Mar 2027	Berlin, Germany	In person	$3,950
22 - 26 Mar 2027	Boston, USA	In person	$3,950
22 - 26 Mar 2027	Brussels, Belgium	In person	$3,950
22 - 26 Mar 2027	Budapest, Hungary	In person	$3,950
22 - 26 Mar 2027	Cairo, Egypt	In person	$3,950
22 - 26 Mar 2027	Cape Town, South Africa	In person	$3,950
22 - 26 Mar 2027	Casablanca, Morocco	In person	$3,950
22 - 26 Mar 2027	Dammam, Saudi Arabia	In person	$3,950
22 - 26 Mar 2027	Dhahran, Saudi Arabia	In person	$3,950
22 - 26 Mar 2027	Doha, Qatar	In person	$3,950

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22 - 26 Mar 2027	Dubai, United Arab Emirates	In person	$3,950
22 - 26 Mar 2027	Edinburgh, United Kingdom	In person	$3,950
22 - 26 Mar 2027	Edmonton, Canada	In person	$3,950
22 - 26 Mar 2027	Frankfurt, Germany	In person	$3,950
22 - 26 Mar 2027	Geneva, Switzerland	In person	$3,950
22 - 26 Mar 2027	Houston, USA	In person	$3,950
22 - 26 Mar 2027	Istanbul, Turkey	In person	$3,950
22 - 26 Mar 2027	Jakarta, Indonesia	In person	$3,950
22 - 26 Mar 2027	Jeddah, Saudi Arabia	In person	$3,950
22 - 26 Mar 2027	Jubail, Saudi Arabia	In person	$3,950
22 - 26 Mar 2027	Khamis Mushait, Saudi Arabia	In person	$3,950
22 - 26 Mar 2027	Kigali, Rwanda	In person	$3,950
22 - 26 Mar 2027	Kuala Lumpur, Malaysia	In person	$3,950
22 - 26 Mar 2027	Lisbon, Portugal	In person	$3,950
22 - 26 Mar 2027	Liverpool, United Kingdom	In person	$3,950
22 - 26 Mar 2027	London, United Kingdom	In person	$3,950
22 - 26 Mar 2027	Los Angeles, USA	In person	$3,950
22 - 26 Mar 2027	Luanda, Angola	In person	$3,950
22 - 26 Mar 2027	Madrid, Spain	In person	$3,950
22 - 26 Mar 2027	Manama, Bahrain	In person	$3,950
22 - 26 Mar 2027	Marbella, Spain	In person	$3,950
22 - 26 Mar 2027	Marrakech, Morocco	In person	$3,950
22 - 26 Mar 2027	Miami, USA	In person	$3,950
22 - 26 Mar 2027	Milan, Italy	In person	$3,950
22 - 26 Mar 2027	Munich, Germany	In person	$3,950
22 - 26 Mar 2027	Muscat, Oman	In person	$3,950

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22 - 26 Mar 2027	Nairobi, Kenya	In person	$3,950
22 - 26 Mar 2027	New York, USA	In person	$3,950
22 - 26 Mar 2027	Nice, France	In person	$3,950
22 - 26 Mar 2027	Oslo, Norway	In person	$3,950
22 - 26 Mar 2027	Paris, France	In person	$3,950
22 - 26 Mar 2027	Port Louis, Mauritius	In person	$3,950
22 - 26 Mar 2027	Prague, Czech Republic	In person	$3,950
22 - 26 Mar 2027	Pretoria, South Africa	In person	$3,950
22 - 26 Mar 2027	Riyadh, Saudi Arabia	In person	$3,950
22 - 26 Mar 2027	Rome, Italy	In person	$3,950
22 - 26 Mar 2027	Sarajevo, Bosnia and Herzegovina	In person	$3,950
22 - 26 Mar 2027	Sharm El Sheikh, Egypt	In person	$3,950
22 - 26 Mar 2027	Singapore, Singapore	In person	$3,950
22 - 26 Mar 2027	Stockholm, Sweden	In person	$3,950
22 - 26 Mar 2027	Tokyo, Japan	In person	$3,950
22 - 26 Mar 2027	Toronto, Canada	In person	$3,950
22 - 26 Mar 2027	Tromso, Norway	In person	$3,950
22 - 26 Mar 2027	Vienna, Austria	In person	$3,950
22 - 26 Mar 2027	Zagreb, Croatia	In person	$3,950
22 - 26 Mar 2027	Zurich, Switzerland	In person	$3,950
22 - 26 Mar 2027	Online, Virtual	Online	$3,950
19 - 23 Jul 2027	Abu Dhabi, United Arab Emirates	In person	$3,950
19 - 23 Jul 2027	Abuja, Nigeria	In person	$3,950
19 - 23 Jul 2027	Accra, Ghana	In person	$3,950
19 - 23 Jul 2027	Addis Ababa, Ethiopia	In person	$3,950
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19 - 23 Jul 2027	Dammam, Saudi Arabia	In person	$3,950
19 - 23 Jul 2027	Dhahran, Saudi Arabia	In person	$3,950
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22 - 26 Nov 2027	Tokyo, Japan	In person	$3,950
22 - 26 Nov 2027	Toronto, Canada	In person	$3,950

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22 - 26 Nov 2027	Zagreb, Croatia	In person	$3,950
22 - 26 Nov 2027	Zurich, Switzerland	In person	$3,950
22 - 26 Nov 2027	Online, Virtual	Online	$3,950

CERTIFICATE

Upon successful completion of the Strategy and Strategic Planning Training Course, participants will receive a Certificate of Completion from Oil & Gas Training Institute. The certificate recognises their participation and professional development in strategic management, corporate planning, business strategy development, and strategy execution.

It acknowledges the knowledge and practical capabilities developed throughout the programme, particularly in strategic decision-making, organisational alignment, performance management, and the implementation of corporate strategies. Participants will be better positioned to contribute to strategic planning activities, support management priorities, and translate organisational objectives into measurable business outcomes.