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COURSE BROCHURE

Advanced Strategic Management and Execution Systems Training Course

28 June – 9 July 2027
Madrid

Advanced Strategic Management and Execution Systems Training Course

Ref: 472_17206 **Date:** 28 June – 9 July 2027 **Location:** Madrid **Fees:** 9500 GBP

Strategic Management and Execution Systems is an advanced 2-week training course for executives and senior managers who formulate strategy and answer for its results, and who leave with a Strategy Execution Dashboard and Review Calendar for their organisation. Many strategies fail between the boardroom and the front line, so the operating system that carries choices into action now decides competitive outcomes. Jupiter Prime Training offers this course to leaders who own both formulation and execution.

Why Strategic Management and Execution Systems Matters Now

Three groups put pressure on executives today: boards that ask for evidence that strategic choices are moving, investors and funders who reward consistent execution over ambitious announcements, and frontline managers who face competing priorities without a clear line of sight. An organisation with a working execution system reallocates attention and money as results arrive; one without it repeats the same strategy each year while performance drifts. The course rests on the Balanced Scorecard BSC and strategy maps of Kaplan and Norton, the Nine Steps to Success framework of the Balanced Scorecard Institute and the self-assessment approach in ISO 9004:2018.

Who Gains Most from Strategic Management and Execution Systems

- Executives accountable for setting competitive direction for a business or a public service line
- Senior managers who convert corporate choices into functional strategies and operating priorities
- Leaders of an office of strategy management who run execution reviews and reporting
- Finance and performance executives who link budgets and incentives to strategic outcomes
- Transformation sponsors who decide which initiatives continue, change or stop

An executive committee that sends several members together gains most, because it can agree one execution rhythm, one dashboard logic and one set of rules for stopping initiatives.

Strategic Management and Execution Systems Capabilities

Participants learn to treat strategy as a managed system with inputs, routines and feedback, not as an annual document.

- Assess competitive position through industry structure, value curves and capability gaps — boards choosing where to compete
- Design a business-level strategy with explicit choices on customers, offer and advantage — executives committing resources
- Build an execution architecture linking strategy maps, measures, initiatives and budgets — finance and strategy offices
- Specify a dashboard of leading and lagging indicators with owners and thresholds — leadership meetings acting early
- Test strategic assumptions in structured review meetings — executive committees adapting strategy
- Align incentives and communication with strategic priorities — managers and staff translating choices into work

Key Strategic Management and Execution Systems Terms

- Execution system — the set of routines, roles and tools that turns strategic choices into funded initiatives, measured results and periodic adaptation.
- Business-level strategy — the choices one business unit makes about where it competes, for which customers and on what basis of advantage.
- Value curve — a chart comparing how an organisation and its rivals perform on the factors customers use to choose.
- Office of strategy management — a small unit that coordinates strategy formulation, execution reviews, alignment and reporting across the organisation.
- Strategy review meeting — a recurring executive meeting that examines strategic measures and initiatives and decides on corrective action.
- Strategic assumption — a belief about markets, capabilities or behaviour on which a strategic choice depends and which must be tested.

Strategic Management and Execution Systems Day by Day

Day 1: The Strategic Management Cycle

- Formulation to Execution Loop — Locating Where Strategies Usually Stall
- Executive Roles in Strategy — Separating Choice, Sponsorship and Coordination
- Execution Gap Diagnostic — Measuring Alignment Between Leaders and Units
- ISO 9004 Maturity Self-Assessment — Benchmarking Current Strategic Management Practice
- Strategy Audit Interviews — Capturing How Choices Really Reach Units

Day 2: Competitive Analysis

- Industry Structure Analysis — Judging Profit Potential Across Segments
- Competitor Profiling — Anticipating Rival Moves and Responses
- Strategic Group Mapping — Spotting Unoccupied Competitive Positions
- Value Curve Comparison — Revealing Factors Customers Actually Reward
- Capability Gap Assessment — Deciding Which Strengths to Build or Buy

Day 3: Business-Level Strategy Choices

- Cost Leadership and Differentiation Logic — Choosing a Defensible Basis of Advantage
- Customer Value Proposition Design — Defining What Target Segments Receive
- Where-to-Play and How-to-Win Choices — Narrowing Markets, Channels and Offers
- Activity System Mapping — Testing Whether Activities Reinforce the Position
- Strategic Trade-Off Statements — Recording What the Business Will Not Do

Day 4: Corporate and Portfolio Perspectives

- Portfolio Matrix Analysis — Balancing Growth, Cash and Risk Across Units
- Parenting Advantage Test — Judging Where the Centre Adds Value
- Growth Mode Selection — Weighing Organic Growth, Alliances and Acquisitions
- Synergy Assessment — Separating Real Shared Benefits From Assumed Ones
- Divestment Criteria — Deciding When to Exit a Business

Day 5: Translating Strategy Into Objectives

- Strategy Map Construction — Linking Objectives Across Four Balanced Scorecard Perspectives
- Strategic Theme Design — Organising Objectives Into Value-Creating Streams
- Objective Ownership Charter — Assigning Accountable Executives to Each Objective
- Measure Selection Criteria — Choosing Indicators That Reflect Causal Logic
- Target Setting Methods — Calibrating Stretch Against Capacity

Day 6: Execution Architecture

- Nine Steps to Success Framework — Sequencing the Build of an Execution System
- Office of Strategy Management Design — Defining Mandate, Size and Interfaces
- Initiative Portfolio Governance — Approving, Pausing and Stopping Strategic Initiatives
- Strategy-to-Budget Linkage — Ring-Fencing Funds for Strategic Expenditure
- Cascading to Units and Functions — Building Aligned Scorecards Below Executive Level

Day 7: The Strategy Execution Dashboard

- Dashboard Information Design — Showing Status, Trend and Exceptions at a Glance
- Leading Indicator Selection — Signalling Trouble Before Lagging Results Arrive
- Threshold and Traffic-Light Rules — Triggering Escalation Consistently
- Indicator Definition Sheets — Fixing Formula, Source, Frequency and Owner
- Initiative Milestone Tracking — Linking Delivery Progress to Strategic Measures

Day 8: Strategy Reviews and Adaptation

- Operational and Strategy Review Separation — Giving Each Meeting Its Own Purpose
- Review Agenda Design — Focusing Executive Time on Decisions
- Assumption Testing Routines — Deciding When Strategy Needs to Change
- Root Cause Dialogue — Diagnosing Off-Track Measures Without Blame
- Annual Strategy Refresh — Updating Choices From Review Evidence

Day 9: Aligning People, Incentives and Communication

- Strategic Communication Plan — Explaining Choices to Every Layer
- Personal Objective Alignment — Connecting Individual Goals to Strategic Themes
- Incentive Design Principles — Rewarding Strategic Results Without Gaming
- Strategic Change Leadership — Managing Resistance to New Priorities
- Execution Culture Diagnostics — Reading Behaviours That Support or Block Strategy

Day 10: Practising the Strategy Execution Dashboard and Review Calendar

- Competitive Position Summary — Restating Business-Level Choices for the Dashboard
- Strategy Map Validation — Checking Causal Logic With Peer Executives
- Initiative Portfolio Prioritisation — Matching Initiatives to Funded Objectives
- Mock Strategy Review Meeting — Rehearsing Decisions From Dashboard Evidence
- Strategy Execution Dashboard and Review Calendar Completion — Finalising Indicators, Owners and Meeting Rhythm

Applying Strategic Management and Execution Systems After the Course

- Run an execution gap diagnostic with the leadership team and present the alignment results at the next executive meeting.
- Pilot the redesigned strategy review agenda for one quarter, separating operational issues from strategic decisions and recording each decision taken.

Strategic Management and Execution Systems Questions FAQ

What is strategic management and execution systems and why does it matter now?

Strategic management and execution systems combine strategic choice with the routines that carry it into action. It matters now because boards and funders judge leaders on delivered results, and strategies without dashboards, reviews and funded initiatives rarely survive contact with daily operations.

Which roles gain most from strategic management and execution systems training?

Executives, senior functional managers, strategy office leaders and finance executives gain most. You benefit most if you set direction for a business or service line and must also show the board how that direction is being executed and adjusted.

How does strategic management and execution systems differ from a strategic planning course?

Strategic management and execution systems covers both choosing strategy and running the machinery that executes it. A strategic planning course concentrates on the planning cycle and the plan document, while this course spends equal time on dashboards, reviews, incentives and adaptation.

What do you bring back from strategic management and execution systems training?

You bring back a dashboard design with indicators, owners and thresholds, plus a calendar of operational and strategy reviews. You also bring a validated strategy map and a prioritised initiative portfolio ready for executive discussion.

Strategic Management and Execution Systems: The Way Forward

The Strategy Execution Dashboard and Review Calendar first informs which initiatives the executive committee keeps funding after the next quarter. Executives, strategy office staff and finance partners use it to steer attention and resources. After the first full review cycle, revisit the leading indicators and the assumptions behind them, because early signals often reveal which strategic choices deserve rethinking.