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COURSE BROCHURE

Advanced Professional Strategist Toolkit Training Course

15 – 26 February 2027
Madrid

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Registered in the United Kingdom and Saudi Arabia

Advanced Professional Strategist Toolkit Training Course

Ref: 489_17981 **Date:** 15 – 26 February 2027 **Location:** Madrid **Fees:** 9500 GBP

Professional Strategist Toolkit is an advanced 2-week training course for strategy professionals, business analysts and managers moving into strategy roles, who leave with a Strategy Options Paper that recommends one choice to leadership. Leadership teams now expect strategy staff to frame problems sharply, test options with evidence and write recommendations that survive challenge. Jupiter Prime Training offers this course to people who advise on strategy rather than approve it.

Why Professional Strategist Toolkit Matters Now

Three groups raise the bar for strategy advisers today: executives who receive more information than ever and want a short, defensible recommendation, boards that ask how each option was screened and what was rejected, and colleagues in finance and operations who expect strategic proposals to carry credible numbers. A strategist with a disciplined toolkit shortens decision cycles and earns a seat in leadership discussions; one without it produces slide packs that describe the market but never choose. The course draws on industry structure analysis, the resource-based view of advantage and the Balanced Scorecard BSC of Kaplan and Norton for translating a chosen option into objectives.

Who Gains Most from Professional Strategist Toolkit

- Strategy professionals who prepare analyses and recommendations for executive committees
- Business analysts asked to frame strategic questions rather than only report data
- Managers moving into corporate development, planning or transformation roles
- Internal consultants who run problem-solving assignments for business units
- Policy and planning advisers in public bodies who appraise strategic alternatives

A strategy or corporate development unit that sends two or three advisers together gains most, because its members can adopt one problem-framing method, one options template and one standard for recommendation papers.

Professional Strategist Toolkit Capabilities

Participants learn to move from a vague strategic question to a reasoned recommendation backed by structured evidence and clear writing.

- Specify the strategic question with issue trees and hypotheses — sponsors agreeing the scope of an assignment
- Assess industry attractiveness and sources of advantage — leaders judging where value can be captured
- Design alternative business models and value propositions — executives considering new routes to revenue
- Calculate the financial consequences of each option — finance partners testing affordability and return
- Weigh options against agreed criteria and risks — committees choosing one direction
- Communicate a recommendation through a top-down argument and executive summary — boards approving the choice

Key Professional Strategist Toolkit Terms

- Issue tree — a logical breakdown of a strategic question into mutually exclusive sub-questions that can each be answered with evidence.
- Hypothesis-driven analysis — an approach that states a likely answer early and then gathers evidence to confirm or reject it.
- Business model — the logic by which an organisation creates, delivers and captures value for chosen customers.
- Strategic option — a distinct, internally consistent course of action that leadership could adopt to address the strategic question.
- Options appraisal — the structured comparison of strategic options against weighted criteria, financial results and risks.
- Strategy paper — a concise written recommendation that states the question, the options considered, the preferred choice and its consequences.

Professional Strategist Toolkit Day by Day

Day 1: The Strategist's Role and Mindset

- Strategy Adviser Role Charter — Clarifying the Line Between Advising and Deciding
- Strategic Question Framing — Turning Executive Concerns Into Answerable Questions
- Stakeholder Interview Guides — Capturing Leadership Assumptions Early
- Engagement Workplan — Sequencing Analysis Toward a Decision Deadline
- Cognitive Bias Checklist — Guarding Analysis Against Anchoring and Confirmation

Day 2: Structured Problem Solving

- Issue Tree Construction — Breaking Questions Into Mutually Exclusive Branches
- Hypothesis Statements — Focusing Effort on Answers That Matter
- Analysis Prioritisation Matrix — Choosing Which Evidence to Gather First
- Root Cause Diagnostics — Separating Symptoms From Underlying Strategic Problems
- Storyline Drafting — Outlining the Answer Before the Analysis Ends

Day 3: Industry and Market Analysis

- Industry Structure Analysis — Judging Long-Run Profitability of a Market
- Market Sizing Methods — Estimating Demand Through Top-Down and Bottom-Up Logic
- Customer Needs Segmentation — Identifying Underserved Groups Worth Targeting
- Industry Life Cycle Assessment — Anticipating Consolidation, Growth or Decline
- Competitive Response Profiling — Predicting How Rivals React to New Moves

Day 4: Sources of Competitive Advantage

- Resource-Based View — Identifying Assets That Rivals Cannot Easily Copy
- VRIO Framework — Testing Value, Rarity, Imitability and Organisation
- Cost Driver Analysis — Locating Where Cost Advantage Can Be Built
- Differentiation Mapping — Linking Product Features to Willingness to Pay
- Advantage Sustainability Tests — Judging How Long an Edge Will Last

Day 5: Business Model Design

- Business Model Canvas — Mapping Value Proposition, Channels and Revenue Logic
- Revenue Model Alternatives — Comparing Subscription, Transaction and Platform Approaches
- Partnership and Ecosystem Mapping — Deciding What to Own and What to Share
- Business Model Stress Testing — Exposing Weak Assumptions Before Investment
- Business Model Innovation Patterns — Borrowing Proven Logic From Other Sectors

Day 6: Generating Strategic Options

- Option Space Mapping — Laying Out Growth, Retrenchment and Partnership Routes
- Option Generation Techniques — Widening Alternatives Beyond the Obvious
- Option Consistency Checks — Ensuring Each Option Hangs Together Internally
- Do-Nothing Baseline — Defining the Reference Case for Comparison
- Option Shortlisting Criteria — Reducing a Long List to Viable Candidates

Day 7: Financial and Risk Evaluation of Options

- Option Financial Modelling — Projecting Revenue, Cost and Investment Profiles
- Net Present Value and Payback — Comparing Long-Term Returns Across Options
- Sensitivity and Break-Even Analysis — Revealing Which Assumptions Decide the Choice
- Strategic Risk Register — Recording Execution, Market and Reputational Exposure
- Real Options Thinking — Valuing Flexibility to Expand, Delay or Exit

Day 8: Appraising and Choosing

- Weighted Criteria Scoring — Ranking Options Against Agreed Priorities
- Suitability, Feasibility and Acceptability Tests — Screening Options for Fit
- Stakeholder Impact Assessment — Anticipating Support and Resistance to Each Option
- Balanced Scorecard Translation — Expressing the Preferred Option as Objectives
- Recommendation Logic — Linking Evidence, Criteria and the Preferred Choice

Day 9: Writing and Presenting Strategy

- Top-Down Argument Structure — Leading With the Answer and Supporting Reasons
- Executive Summary Writing — Fitting the Case on One Page
- Exhibit Design — Building Charts That Prove a Single Point
- Board Paper Conventions — Meeting Format Expectations of Decision Bodies
- Challenge Session Rehearsal — Answering Tough Executive Questions Calmly

Day 10: Practising the Strategy Options Paper

- Issue Tree and Hypothesis Review — Confirming the Question the Paper Answers
- Options Financial Model Check — Validating Numbers With Peer Strategists
- Weighted Scoring Calibration — Testing the Ranking Against Alternative Weights
- Peer Challenge Panel — Defending the Recommendation Before Fellow Participants
- Strategy Options Paper Completion — Finalising Question, Options, Appraisal and Recommendation

Applying Professional Strategist Toolkit After the Course

- Reframe a live strategic question in the home unit as an issue tree with hypotheses and agree it with the sponsoring executive.
- Rewrite one recent strategy presentation as a two-page paper using the top-down argument structure and an options appraisal table.

Professional Strategist Toolkit Questions FAQ

What is the professional strategist toolkit and why does it matter now?

The professional strategist toolkit is the set of methods strategy advisers use to frame questions, analyse markets, design options and write recommendations. It matters now because leaders want concise, evidence-based choices rather than descriptive reports.

Which roles gain most from professional strategist toolkit training?

Strategy professionals, business analysts, internal consultants and managers moving into planning or corporate development gain most. You benefit most if you prepare recommendations for executives and must show how options were generated, tested and compared.

How does the professional strategist toolkit differ from an executive strategic management course?

The professional strategist toolkit equips advisers who analyse and recommend. An executive strategic management course serves leaders who decide and run execution systems, while this course concentrates on problem framing, option design, financial appraisal and persuasive strategy writing.

What do you bring back from professional strategist toolkit training?

You bring back a complete options paper with an issue tree, market and advantage analysis, financial comparison and a reasoned recommendation. You also bring templates for interviews, scoring and executive summaries.

Professional Strategist Toolkit: The Way Forward

The Strategy Options Paper first informs whether leadership commits resources to the recommended option or asks for further analysis. Strategy advisers, sponsoring executives and finance partners use it to debate the choice on shared evidence. After its first use, revisit the rejected options and the assumptions behind them, because changing conditions often turn yesterday's second choice into tomorrow's answer.