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COURSE BROCHURE

Learning Strategy Aligned to Business Goals Training Course

5 – 9 July 2027
Casablanca

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Ref: 1309_49110 **Date:** 5 – 9 July 2027 **Location:** Casablanca **Fees:** 4500 GBP

Learning Strategy Aligned to Business Goals is a 1-week training course for heads of L&D, HR business partners and learning strategists who must show how every learning investment serves a business priority, and it ends with a learning strategy on a page and costed portfolio. Executive teams now cut learning budgets that cannot be traced to growth, risk or productivity targets. Jupiter Prime Training offers this course on learning strategy aligned to business goals.

Why Learning Strategy Aligned to Business Goals Matters Now

Three groups shape learning strategy today: executives who set fewer, sharper priorities and expect every function to show its contribution, finance partners who scrutinise discretionary spend, and business unit leaders who want capability built faster than recruitment can supply it. A learning function that starts from business outcomes earns a seat in planning cycles and protects its budget. The course draws on ISO 30422:2022 for learning and development processes and ISO 10015:2019 for competence management, and uses the Kirkpatrick four-level model to frame strategy measures.

Who Gains Most from Learning Strategy Aligned to Business Goals

- Heads of L&D who set the annual learning agenda and defend its budget
- HR business partners who translate business unit plans into capability requests
- Learning strategists who build portfolios, prioritisation models and scorecards
- Talent and workforce planners who link skills gaps to hiring and development choices

A central L&D leadership group gains most when its head, a strategist and two HR business partners attend together.

Learning Strategy Aligned to Business Goals Capabilities

Participants move from a list of requested courses to a portfolio that executives can trace back to their own priorities.

- Translate business strategy into capability priorities using driver trees — executive planning conversations
- Conduct stakeholder discovery interviews with business unit leaders — sponsor agreement on outcomes
- Weigh portfolio options with a scoring matrix of impact, urgency and cost — investment decisions
- Calculate a costed learning plan with build, buy and borrow choices — finance approval
- Design learning governance with a steering board and intake rules — demand control
- Build a strategy scorecard linking measures to business outcomes — quarterly executive reviews

Key Learning Strategy Aligned to Business Goals Terms

- Learning strategy — a plan stating which capabilities the organisation will build, for whom, how and with what resources.
- Capability priority — a skill or knowledge area the business must strengthen to reach a stated goal.
- Driver tree — a diagram that breaks a business outcome into the factors and behaviours that produce it.
- Learning portfolio — the full set of courses, resources and experiences an L&D function offers and maintains.
- Build, buy, borrow — the choice between developing internally, purchasing externally or borrowing talent to close a gap.
- Strategy scorecard — a short set of measures tracking whether learning initiatives move agreed business outcomes.

Learning Strategy Aligned to Business Goals Day by Day

Day 1: Business Priorities as the Starting Point

- Strategy Document Decoding — Extracting Goals, Risks and Growth Bets
- Driver Tree Mapping — From Business Outcome to Critical Behaviours
- Workforce Trend Scan — Automation, Skill Shortages and New Roles
- ISO 30422 Strategy Clauses — Linking L&D Planning to Organisational Needs
- Current Portfolio Audit — Courses Mapped Against Stated Priorities

Day 2: Stakeholder Discovery and Capability Priorities

- Business Unit Discovery Interviews — Questions That Surface Real Capability Gaps
- Stakeholder Influence Map — Sponsors, Blockers and Silent Approvers
- Capability Priority Matrix — Ranking Gaps by Impact and Urgency
- Workforce Segmentation — Critical Roles in Banking and Manufacturing
- Performance Gap Versus Learning Gap Test — Avoiding Training as Default Answer

Day 3: Portfolio Design and Costing

- Portfolio Scoring Model — Impact, Reach, Cost and Time to Value
- Build, Buy, Borrow Decisions — Internal Academy, Vendors or Secondments
- Learning Plan Costing — Direct, Indirect and Opportunity Costs
- Retire and Refresh Rules — Removing Courses That No Longer Serve Priorities
- Scenario Budgets — Base, Reduced and Growth Funding Options

Day 4: Learning Governance and Measures

- Learning Steering Board Charter — Membership, Decision Rights and Cadence
- Demand Intake Process — Screening New Requests Against Priorities
- Kirkpatrick Levels in Strategy Measures — Choosing Leading and Lagging Indicators
- Strategy Scorecard Design — Five Measures Executives Will Read
- Quarterly Business Review Format — Reporting Progress and Reallocating Funds

Day 5: Practising the Learning Strategy on a Page

- Applying Driver Trees — Confirming Three Priority Outcomes
- Applying the Priority Matrix — Selecting Capabilities for the Year
- Applying Portfolio Scoring — Final Initiative List With Costs
- Executive Pitch Rehearsal — Presenting to a Mock Steering Board
- Learning Strategy on a Page and Costed Portfolio — Ready for Approval

Applying Learning Strategy Aligned to Business Goals After the Course

- Hold discovery interviews with three business unit leaders and build a capability priority matrix from their answers.
- Score the current learning portfolio against the priorities and propose courses to retire, refresh or add.

Learning Strategy Aligned to Business Goals Questions FAQ

What is learning strategy aligned to business goals and why does it matter now?

Learning strategy aligned to business goals is a plan that builds only the capabilities the business needs to reach its targets. It matters now because executives fund functions that show direct links to growth, risk and productivity.

Which roles gain most from learning strategy aligned to business goals?

Heads of L&D, HR business partners, learning strategists and workforce planners gain most. Each turns business plans into capability choices.

How does learning strategy aligned to business goals differ from a training needs analysis course?

Learning strategy aligned to business goals works at organisation level, setting priorities, portfolio and governance. A training needs analysis course works at role or team level, diagnosing specific gaps for individual courses.

What do you bring back from learning strategy aligned to business goals?

You bring back a learning strategy on a page and costed portfolio, with driver trees, a capability priority matrix, scored initiatives, governance rules and a strategy scorecard ready for executive approval.

Learning Strategy Aligned to Business Goals: The Way Forward

The learning strategy on a page and costed portfolio first informs the steering board's choice of which capability priorities receive funding this year. Heads of L&D and HR business partners use it to screen requests and report progress. After the first quarterly business review, the portfolio scores deserve recalculation.