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THE KPI INSTITUTE



(C-SBPP)

CERTIFIED STRATEGY & BUSINESS PLANNING PRACTITIONER



Overview

The **Strategy & Business Planning Practitioner Certification** is designed to assess the practical skills of candidates in planning, communication, and aligning strategy in a real business environment setting. It focuses on the applicability of best practices in business environments and tests the ability of professionals to adapt and customize theoretical concepts, to create meaningful strategies and templates for organizations.

Key Skills Targeted

- | | | | | |
|---|--------------------------|--|--|-------------------------------|
| 1. | 2. | 3. | 4. | 5. |
| Conduct external and internal analysis of the business environment. | Develop a strategy plan. | Articulate the strategy plan in key tools, such as strategy maps, corporate scorecard, portfolio of initiatives. | Communicate the organization's strategy effectively. | Use strategy cascading tools. |

Pathways to Achieve the Certified SBP Practitioner

Recommended
700 USD ~~900 USD~~

Option 1: Training + Practitioner Portfolio

- Attend the Live Online Practitioner Training Course in 3 days (4 hours per day).
- Followed by the completion of the Practitioner Portfolio Assignments.

500 USD

Option 2: Practitioner Portfolio Only

- Enroll directly in the Practitioner Portfolio Assignments.
- Not including the practitioner training course.

2026 Calendar

Date	Time Zone 1	Time Zone 2
22-24 June	08:00-12:00 KSA time	13:00-17:00 GMT +8
17-19 August	17:00-21:00 KSA time	09:00-13:00 CST (US)
26-28 October	17:00-21:00 KSA time	09:00-13:00 CST (US)
14-16 December	17:00-21:00 KSA time	09:00-13:00 CST (US)

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Candidate Profile

- This certification program is recommended primarily to professionals who are directly working in strategic planning and/or business executives, business specialists/analysts, business consultants, and business owners/entrepreneurs.
- In addition, the program can also be useful to division heads and department heads involved in strategy cascading.

Why Attend the Training Course?

- **Structured Guidance:** Instructor-led sessions help you understand the requirements and expectations of each assignment.
- **Hands-on Practice:** Work on exercises with facilitator support and refine your approach.
- **Peer Learning:** Exchange insights and perspectives with other participants.
- **Interactive Environment:** Ask questions, discuss challenges, and gain clarity in real time.
- **Faster Completion:** Minimize trial-and-error when completing the portfolio independently.

Course Agenda

1. Strategic Direction & Organizational Foundations

- 1.1 Mission Statement
- 1.2 Core Values Definition
- 1.3 Competitive Strategy

3. Strategic Alignment & Future Planning

- 3.1 Kick-Off-Meeting
- 3.2 Strategy Planning Retreat
- 3.3 Scenario Planning
- 3.4 Formulating Vision

2. Strategic Analysis & Position Assessment

- 2.1 External Environment Analysis
- 2.2 Internal Organizational Analysis
- 2.3 SWOT

4. Strategy Structuring & Execution

- 4.1 Growth Strategy
- 4.2 Strategy Tree
- 4.3 Initiatives Alignment
- 4.4 Strategy Cascading



The Practitioner Portfolio Assignments are directly derived from the course agenda, with each assignment aligned to and building upon the topics covered in the training modules.

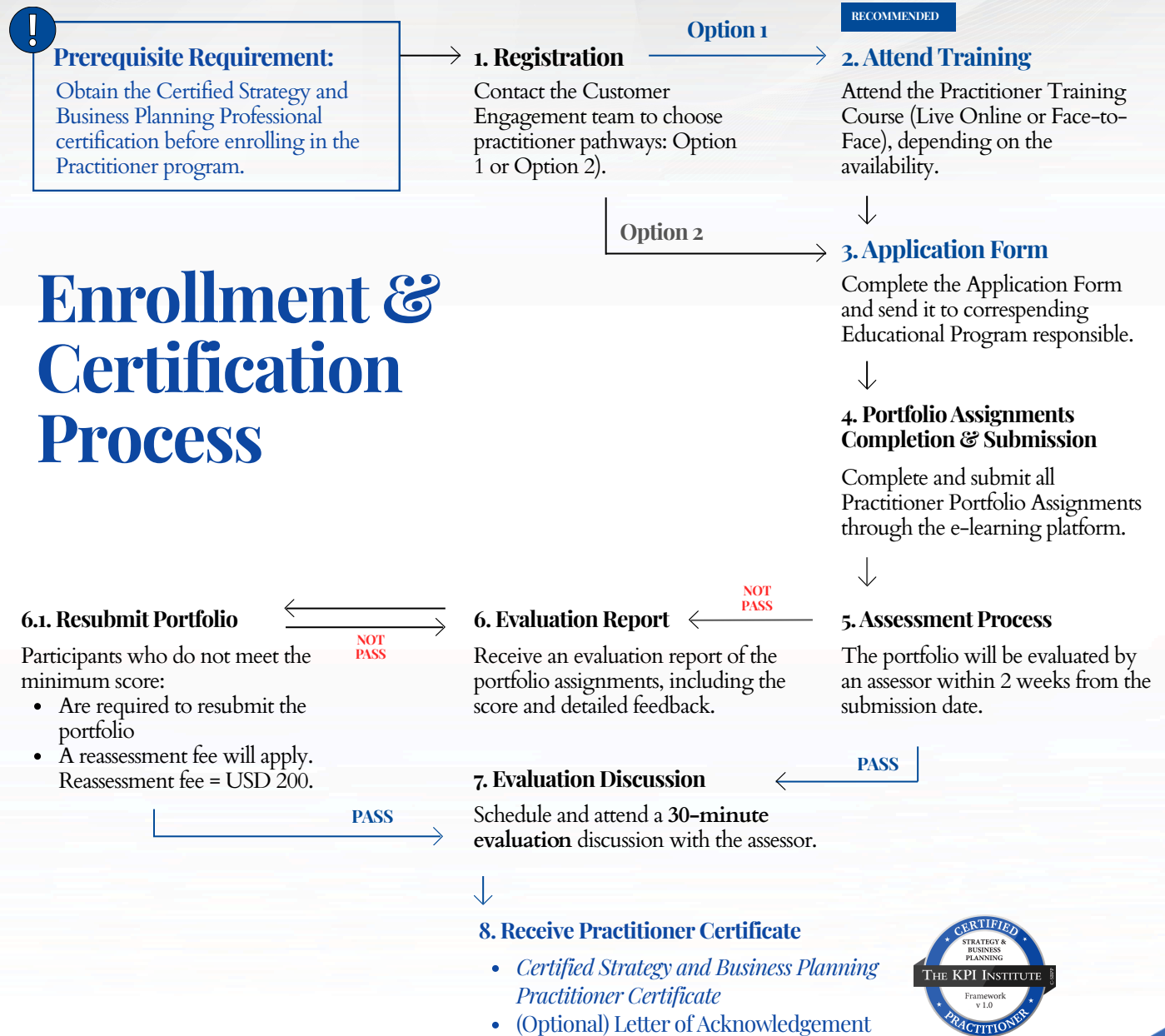
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3 Ways to Register

Online
marketplace.kpiinstitute.org

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M: +40 747 060 997

Call us, and we will assist you through the registration process.