Informa Connect

Academy



IASP - Strategy Management Professional (SMP) / Strategy Planning Professional (SPP) Exam Preparation

Attend this strategy formulation, transformation, and execution course to prepare yourself to sit the SMP or SPP examination

Certification Partner

INTERNATIONAL ASSOCIATION FOR STRATEGY PROFESSIONALS

Click here to visit website

Course Information

Course Overview

Accredited by the International Association for Strategy Professionals (IASP), this comprehensive exam preparation course is globally recognised for its commitment to advancing strategic planning excellence and professional certification standards.

In today's volatile, uncertain, complex and ambiguous (VUCA) business environment, organisations across all industries face unprecedented transformation challenges requiring leaders to make faster, more accurate strategic decisions. The demand for certified strategy professionals who can formulate, execute and govern breakthrough strategies has never been greater. Yet many organisations struggle with execution, not due to poor planning, but because of misaligned capabilities, inadequate transformation processes and disconnected stakeholder engagement.

This intensive five-day programme prepares you to sit for the Strategy Management Professional (SMP) or Strategy Planning Professional (SPP) examination whilst building the competencies to close that gap. Guided by your expert trainer and grounded in the IASPBOK 3.0 framework, you will work through environmental analysis, Blue Ocean Strategy, the Balanced Scorecard, organisational transformation, business process management and stakeholder governance — using hands-on exercises and real-world case studies to turn theory into practice.

Passing the exam marks you out as a certified strategy leader: it sharpens your professional profile, opens doors to a wider peer network, and equips you to take your organisation's planning to the next level. More than a credential, it signals that you can translate vision into executable strategy and sustain competitive advantage when it matters most.

This Course Is Ideal For

Senior professionals and executives who lead strategic planning initiatives and need advanced certification to drive transformation and competitive advantage, including:

- C-Level Executives and Senior Leadership
- Strategy Directors and Strategy Managers
- Chief Strategy Officers and Strategic Planning Heads
- Finance Directors and Financial Strategy Leaders
- Business Transformation Managers and Change Leaders
- Senior Operational Leaders and Department Heads
- Management Consultants and Strategy Advisors
- Executive Assistants Working with C-Suite Teams

Learning Outcomes

On this course, you will learn how to:

- Analyse external and internal environments using PESTEL, SWOT and Porter's Five Forces
- Shape strategic direction through Blue Ocean Strategy, Porter's Generic Strategies and goal setting
- Design target enterprise architecture and build organisational transformation plans
- Drive execution with the Balanced Scorecard, business process management and KPIs
- Build stakeholder engagement and governance operating models
- Apply scenario planning and foresight techniques for VUCA conditions
- Assess alignment and accountability across organisational operations
- Construct strategy maps linking mission, vision and customer value to measurable results

Course Information

Why This Course Is For You

- Earn IASP certification, a globally recognised credential that strengthens your profile wherever your career goes next
- Master IASPBOK 3.0, the definitive strategy framework peers, consultants and boards expect you to know
- Stress-test proven tools like the Balanced Scorecard and scenario planning against real-world case studies, not just theory
- Get dedicated trainer support through the Qualifying Application process
- Join a global network through one year of IASP membership, gaining ongoing access to thought leadership and peer expertise

Certifications Reqirements

You must meet two criteria to be eligble for an Informa Connect Academy Certificate of Completion:

- **Satisfactory attendance**: You must attend all sessions of the course. If, for any reason, you miss more than two hours of the course sessions, you will not be eligible to sit the course assessment
- **Successful completion of the course assessment**: Assessments will be ongoing and based on in-class participation and activities

If you do not meet these criteria, you will receive an Informa Connect Academy Certificate of Attendance. If you have not attended all of the course, the



Course Information

Eligibility/Requirements

Strategy Planning Professional Certification – Level I

Participants must posses one of the following to be eligible:

- 5 years of work experience with your primary responsibilities in strategy planning and strategy management.
- 5 years working as a manager with at least one year having primary responsibilities in a strategic planning and strategic management function.
- 2 years of work experience in those areas plus eligible education (covering at least two areas of these four strategic planning domains – formulation, implementation, execution, environment).
- 1 year of work experience in strategic planning and 1 year in a similar field, e.g. analysis, finance, marketing, human resources policy, project management, plus eligible education (covering at least two areas of these four strategic planning domains – formulation, implementation, execution, environment).

Strategy Management Professional Certification – Level II

Participants must posses one of the following to be eligible:

- A minimum of 10 years of work experience in any or all the domains of the certification competencies in the body of knowledge framework (BOK) and a high degree of competency in five of the Business Acumen competency areas.
- A minimum of 7 years of work experience in the domains of the certification competencies or BOK plus active designation as a Strategy Planning Professional (SPP), completion of a strategic planning certificate, or a bachelor's degree with a focus on strategic planning and a high degree of competency in five of the Business Acumen competency areas.
- A minimum of 5 years of work experience in the domains of the certification competencies or BOK plus graduation from a degree programme in Business, Public or Non-profit Administration; Strategic Planning; or Strategic Management covering subjects such as planning, analysis, market research, policy, organisational design, change processes, interviewing, risk analysis, project management, budgeting, performance reporting, decision making and a high degree of competency in five of the Business Acumen competency areas.
- Within the past ten years, has been a professor of strategic planning studies at an accredited college or university plus 5 years of work experience in the domains of the certification competencies or BOK and a high degree of competency in five of the Business Acumen competency areas.

Qualifying Application Process

- Participants will be registered onto the IASP Portal and provided with IASP Membership for 1 year
- Application voucher sent directly to the participant from IASP (expires after 13 months)
- The trainer will provide general guidance to participants on the Qualifying Application Process

Included:

- IASP Annual Membership for 1 year
- Qualifying Application Voucher valid for 13 months

***As this is an exam preparation course, Informa Connect Academy does not cover the SPP or SMP examination fees.**

Course Information

6. Govern Strategy

Govern the strategy formulation transformation and strategy execution activity

Design and Implement the Governance Operation Model

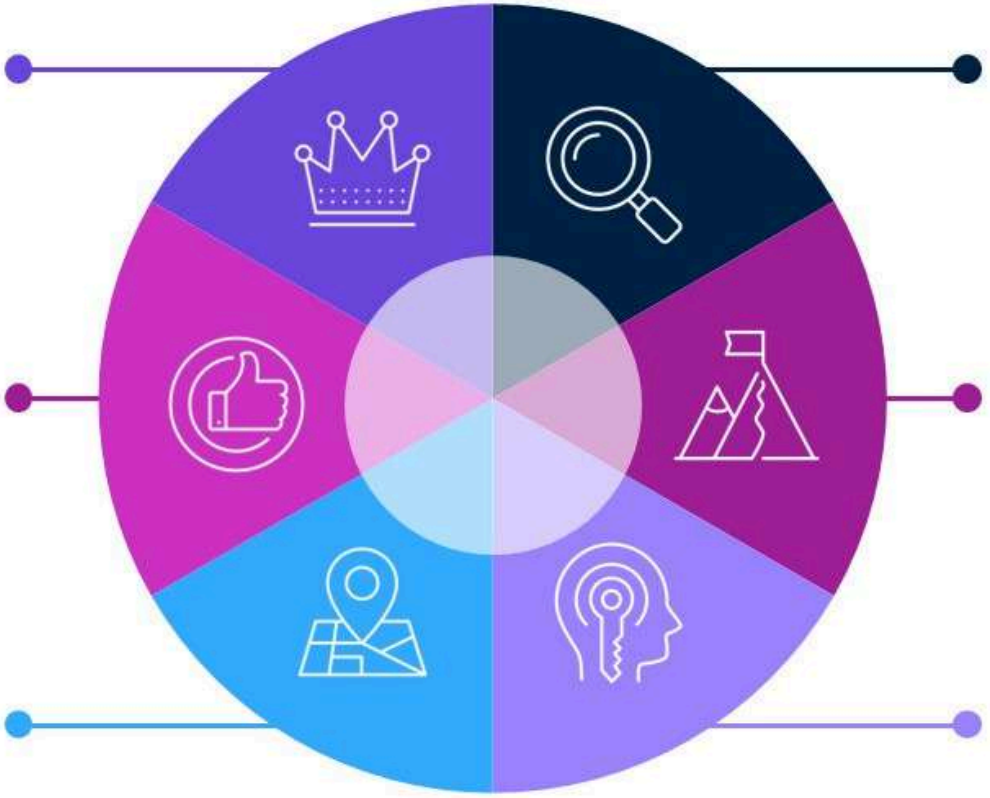
5. Engage Stakeholders

Build and Implement an Engagement Operating Model

Develop Communication, Stakeholder Management and Engagement Plans

4. Execute Strategy

Design Value Chain, Business Processes and Execute Strategic Initiatives



1. Analyse the Environment

Understand the external and internal environment and the main factors and dynamics at play

2. Formulate Strategy

Develop high level strategic Direction scenarios and strategy plan

3. Transform the Organisation

Design Target Enterprise Architecture and Transformational Plan

Certification Partner

International Association for Strategy Professionals (IASP)

The International Association for Strategy Professionals (IASP) is a non-profit professional society whose mission is to lead and support people and organisations through the promotion of a holistic approach to strategy management and by setting standards for strategy through thought leadership, professional development, and certification.

Founded in 1999, IASP is the leading global not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit and government organisations. IASP provides opportunities to explore cutting-edge strategic planning principles and practices that enhance organisational success and advance members' and organisations' knowledge, capability, capacity for innovation, and professionalism.

IASP is the only global strategy association with a certification programme. The purpose of this programme is to establish a high-level of quality and consistency within the fields of strategic planning and management so that strategic planners and those responsible for developing and deploying strategy can assist organisations in meeting and exceeding the challenges of the 21st century.

About Us

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners.

We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

Tahaluf

Headquartered in Riyadh, Tahaluf is a joint venture partnership between Informa PLC, the Saudi Federation for Cybersecurity, Programming, and Drones (SAFCSP), and the Events Investment Fund (EIF).

Tahaluf brings together strategically important commercial communities from the Kingdom of Saudi Arabia, the wider Gulf region, and around the world. Tahaluf hosts award-winning tech events such as LEAP and DeepFest, as well as 24 Fintech, the Global Health Exhibition, Cityscape Global, Black Hat MEA, and CPHI.

Aligned with the ambitions of Saudi Vision 2030, Tahaluf and Informa Connect Academy's training programmes serve as a catalyst for empowerment, equipping professionals with the skills needed to support the nation's growth.

Course Outline

Environmental Analysis

Organisations today are facing increasingly Volatile, Uncertain, Complex and Ambiguous (VUCA) conditions. All industries are facing an unprecedented speed and expanse of change and leaders at all levels are required to make increasingly faster and more accurate decisions. With all this in mind, day one will introduce attendees to the process, tools and skills needed to perform a comprehensive and useful environmental analysis.

Environmental analysis includes the understanding of the internal and external factors that directly affect the organisation and enable it to develop an effective and executable strategy. We will apply the processes and tools in a case study where delegates will be required to analyse the External and Internal environments of the organisation under study and the outcome will be used as a pedestal for building scenarios and formulating strategies.

- Introduction to the SMP/SPP Certification
- Introduction to the Course Structure and Competencies
- IASP BOK 3.0
- Introduction of SMP/SPP Exam
- Introduction of Strategy Formulation
- Environmental Analysis
  - SWOT
  - PESTEL
  - Porter's 5 Forces
  - ADL Matrix
- Understanding the Customer
- Scenario Planning and Foresight

Formulate Strategy

Many organisations consider strategy to be a plan that involves marginal improvements to their existing operations. In fact, most companies, when writing their strategic plan, look for some design that fits in all the things that they were doing anyway.

Professor Costas Markides, of the London Business School, put it well: "Strategy is about making choices; about 'who, what, how': who is our chosen customer; what are we going to sell; and how are we going to deliver that value proposition". It should lead to a coherent set of mutually reinforcing choices.

In this section, delegates will be immersed in the world of strategic planning by learning about different strategy schools, elements of a successful strategy and tools that allow organisations to formulate a clear set of choices answering the who, what and how.

- What is Strategy?
- Ten Schools of Strategy
- Blue Ocean Strategy
- Porter's Generic Strategies
- Mission, Vision and Values
- Customer Value Proposition
- Value Chain
- Strategic Capabilities
- Key Drivers of Success
- Business Models
- Strategic Goals
- Strategic Objectives
- Strategy Maps

Course Outline

Transform the Organisation

A considerable number of organisations fail at executing their strategy not because the strategy is bad nor because they were not able to translate their strategy to initiatives and operations but rather because the organisation's business model and capabilities are not adequate nor aligned with the new strategic direction.

Organisational transformation considers what changes are required to the resources, processes, assets and systems to make the organisation better prepared and capable of executing its strategy.

In this section, delegates will learn the challenges that organisations face as well as the tools required to embark on, and successfully accomplish organisational transformation. The objective of this section is to cover the key elements required to transform the organisation in an effective, efficient and agile manner.

- Strategic Alignment
- Strategic Accountability
- Organisational Transformation
- Organisational Design
- Target Enterprise Architecture
- Transformation Plan
- Transformation Project

Execute Strategy

Translating strategies into actions that deliver value to the stakeholders of the organisation requires clear frameworks, organisational discipline and impeccable communications. Execute Strategy requires that the operational activities of the organisation (e.g., HR, marketing, finance, accounting, finance, product/service development, production, sales, management and IT) run in perfect alignment to the new strategy.

In this section we will cover the tools required to execute strategy and monitor the execution process including the feedback loop that allows executive management to continuously hone and fine-tune the strategy.

- The Balanced Scorecard
- Business Process Management
- Strategic Initiative Execution
- Organisational Operations
- Key Performance Indicators
- Objectives and Key Results
- Data Analytics
- Artificial Intelligence
- Machine Learning

Course Outline

Engage Stakeholders and Govern Strategy

Successful strategy formulation and execution requires the involvement and engagement of all stakeholders to make it happen. Each group of the organisational ecosystem should have a clear and defined role.

In this last section of the course, delegates will learn the importance of organising and aligning the organisational ecosystem (leadership, committees, employees, boards, policies, regulations and guidelines) to achieve and sustain breakthrough results.

- Leadership
- Organisational Culture
- Trust and Organisational Trust
- Incentives
- Teamwork and Collaboration
- Governance
- Board of Directors
- Decision Rights
- Regulations/Policies/Guidelines
- Stakeholder Management and Engagement
- Diversity, Equity and Inclusion
- Committees
- Reporting



Informa Connect Academy

Eddy Abou Chakra

Managing Partner
Vanguards Consulting



Eddy has over 20 years of strategy and business transformation experience acquired through various engagements in the Middle East, and Europe.

His key focus is on strategy formulation, strategy execution, performance management, organisation transformation, business process improvement, information systems, marketing, and business development. Eddy has advised governments, financial institutions, telecom operators, construction and real estate companies. He has led major strategy and transformation engagements with key focus on value proposition enhancement, governance, technology, product development, service delivery, business models, due diligence, and HR. Eddy has extensive experience in leading focused strategy engagements as well as large transformation projects.

Eddy held various positions in international audit and consulting and headed the IS audit and consulting function at two of the top 10 international audit and consulting firms.

Eddy is a Certified Information Systems Auditor (CISA – ISACA), certified Balanced Scorecard Master Professional (BSMP – George Washington University), and Certified E-business Consultant (CEC – ICECC).

IASP - Strategy Management Professional (SMP) / Strategy Planning Professional (SPP) Exam Preparation

BOOK NOW!

Click Here for Schedules and Pricing

+971 55 176 0524 | +966 579504257
MEenquiries@informa.com

Run This Course In-Company

+971 4 407 2624
cts@informa.com

ABOUT INFORMA CONNECT ACADEMY

Informa Connect Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT TIMINGS, PRICING AND DOCUMENTATION

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at https://informaconnect.com/delegate-terms-and-conditions. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit https://informaconnect.com/delegate-terms-and-conditions. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com/academy.

View our upcoming
Strategy & Innovation Courses

Informa Connect
Academy

If you have any questions about the course or applying, please contact us on:

www.informaconnect.com/academy

register-mea@informa.com

+971 4 407 2438 | KSA: +966 579 504257