



course : Advanced PESTLE & SWOT Masterclass

City :	Istanbul	Hotel :	Turkey
Start Date :	2025-12-08	End Date :	2025-12-12
Duration :	1 Week	Price :	3950 \$

Course Overview

In today's world of geopolitical volatility, technological disruption, and rapid change, traditional planning methods are no longer sufficient. Organisations must develop strategic foresight and strengthen their ability to proactively respond to emerging challenges. This PESTLE & SWOT Training Course provides advanced insights into using strategic frameworks—particularly PESTLE and SWOT—for both situational analysis and actionable decision-making.

Participants will gain the skills to evaluate complex environments, combining internal assessments with external trend analysis. The course goes beyond theory, enabling professionals to integrate PESTLE and SWOT into a comprehensive strategic intelligence process. By doing so, participants will be able to identify strategic risks, detect inflection points, and support long-term competitive positioning. This training equips leaders to transform insights into impactful strategies in today's dynamic business environment.

Course Objectives

By the end of this PESTLE & SWOT Training Course, participants will be able to:

- Conduct predictive PESTLE analyses using strategic foresight techniques.
- Integrate SWOT analysis with structured models for risk management and opportunity identification.
- Apply advanced tools such as the TOWS matrix and scenario mapping.
- Translate macro-level trends into business strategies for competitive advantage.
- Facilitate strategic decision-making in volatile, uncertain, complex, and ambiguous (VUCA) environments.

Target Audience

This course is ideal for professionals responsible for strategic decision-making, including:

- Senior Managers and Executive Leaders
- Strategic Planners and Business Consultants
- Policy Makers and Government Analysts
- Innovation Leaders and Change Managers
- Professionals engaged in Market Intelligence or Strategic Risk Management

Methodology

This course uses an interactive, practical approach, combining expert-led instruction with hands-on exercises. Methodologies include:

- Expert facilitation and scenario-based case studies
- Use of advanced strategic tools such as TOWS analysis, horizon scanning, and scenario planning
- Real-time simulations and decision labs to test strategic thinking under pressure
- Strategic modelling exercises using real-world data
- Daily strategy clinics for peer review, reflection, and immediate application of insights

Course Outline

Day 1: Strategic Intelligence & Foresight Foundations

- Introduction to strategic foresight and environmental scanning
- Using PESTLE for horizon scanning and early warning systems
- Identifying strategic blind spots and signals
- Activity: Map strategic challenges using a foresight radar

Day 2: Advanced PESTLE Analysis for Competitive Positioning

- Deep dive into Political, Economic, Social, Technological, Legal, and Environmental factors
- Applying future-back thinking to trend impact
- Mapping external uncertainty and volatility
- Activity: Build a future-state PESTLE matrix for your industry

Day 3: Strategic Depth through SWOT & TOWS Matrix

- Transforming SWOT from analysis to strategy
- Mapping internal capabilities
- Using the TOWS matrix to align internal strengths with external threats
- Risk scoring and prioritization frameworks
- Activity: Develop a TOWS strategy model for a real-world scenario

Day 4: Integrated Strategic Planning & Scenario Design

- Synthesizing SWOT and PESTLE into cohesive strategies



- Scenario planning for uncertainty
- Prioritization methods and evaluating strategic trade-offs
- Activity: Design 2-3 strategic response scenarios and trigger points

Day 5: Strategic Roadmap, Metrics, and Execution

- Linking analysis to execution with KPIs and ownership
- Leading strategic conversations and securing buy-in
- Stress-testing strategies under volatile conditions
- Adaptive planning and strategy refresh cycles
- Activity: Finalize your strategic foresight plan and present for peer review

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.