



course : Advanced PESTLE & SWOT Masterclass

City :	Paris	Hotel :	Le Meurice
Start Date :	2025-11-03	End Date :	2025-11-07
Duration :	1 Week	Price :	5950 \$

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

Upon successful completion of this training program, participants will be formally awarded a HighPoint Certificate, recognizing their demonstrated knowledge and competencies in the subject matter. This certificate serves as an official testament to their proficiency and commitment to professional development