



# تحليل استراتيجي للأعمال: إتقان SWOT و PESTLE في العربية

**Duration:** 5 Days

**Language:** ar

**Course Code:** MG2 - 203

## Objective

:By the end of this course, participants will be able to

- Understand the principles and applications of SWOT & PESTLE in strategic planning
- Conduct comprehensive internal and external analyses for their organization or projects
- Interpret and prioritize insights from strategic analysis for decision-making
- Identify risks and opportunities in dynamic and uncertain environments
- Integrate SWOT and PESTLE outputs into actionable business strategies
- Communicate strategic findings effectively to stakeholders

## Audience

:This course is ideal for

- Strategic planners and business analysts
- Managers and team leaders involved in strategy formulation
- Consultants and advisors working on business planning or market analysis
- Entrepreneurs and start-up founders preparing for growth or investment
- Project managers and functional leaders aligning projects with corporate strategy
- Anyone looking to strengthen their strategic thinking and decision-making skills

## Training Methodology

The course combines expert-led lectures, collaborative workshops, real-world case studies, and interactive scenario exercises. Participants engage in group discussions, hands-on analysis of live or hypothetical cases, and development of strategic recommendations based on their findings

## Summary

In a world of constant change and competitive pressure, strategic analysis is essential for identifying opportunities, mitigating risks, and building resilient business strategies. This course equips professionals with advanced tools and practical frameworks for conducting **SWOT** (Strengths, Weaknesses, Opportunities, Threats) and **PESTLE** (Political, Economic, Social, Technological, Legal, Environmental) analyses — two of the most widely used and effective methods in strategic planning

Participants will learn to apply these frameworks rigorously, interpret their findings in the context of real business environments, and integrate the insights into actionable strategies. Through interactive exercises, case studies, and scenario planning, this course develops the analytical mindset and skills needed to drive sustainable business success

## Course Content & Outline

### Section 1: Fundamentals of Strategic Business Analysis

- The role of strategic analysis in business success
- Linking analysis to vision, mission, and objectives
- Overview of popular strategic tools: where SWOT and PESTLE fit
- Benefits, limitations, and common pitfalls of SWOT & PESTLE
- Setting the scope and objectives for an effective analysis

### Section 2: Mastering SWOT Analysis

- Understanding internal factors: identifying strengths & weaknesses
- Identifying external opportunities and threats with examples
- Gathering and validating relevant internal and external data

- .Techniques for prioritizing factors in a SWOT matrix
- .Linking SWOT analysis to competitive positioning and value creation
- .Workshop: Conducting a SWOT analysis for a chosen organization

### **Section 3: Mastering PESTLE Analysis**

- .Framework for external macro-environmental scanning
  - :Detailed breakdown of PESTLE factors
    - 1 .Political: regulations, trade policies, political stability
    - 2 .Economic: growth, inflation, exchange rates, labor market
    - 3 .Social: demographics, lifestyle trends, consumer attitudes
    - 4 .Technological: innovation, digital transformation, R&D trends
    - 5 .Legal: compliance, employment law, competition law
    - 6 .Environmental: sustainability, climate impact, resource constraints
- .How to collect and organize data for PESTLE
- .Workshop: Creating a PESTLE analysis for a market or industry

### **Section 4: Integrating SWOT & PESTLE into Strategic Planning**

- .Comparing and complementing SWOT & PESTLE findings
- .Translating insights into strategic objectives and initiatives
  - .Identifying strategic options using TOWS matrix
- .Scenario planning: stress-testing strategies against alternative futures
- .Communicating analysis results to decision makers and stakeholders
- .Case study: How leading companies use SWOT & PESTLE to sustain competitive advantage

### **Section 5: Advanced Applications & Best Practices**

- .Applying SWOT & PESTLE at project, business unit, and corporate levels
- .Using these tools for market entry, product launch, and risk management
- .Continuous monitoring and updating of analyses in dynamic environments
  - .Leveraging digital tools and data analytics for strategic analysis
- .Building a culture of strategic thinking and agility within the organization
- Final group exercise: Developing an actionable strategic plan from a combined SWOT & PESTLE

## Certificate Description

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

القيادة والإدارة، إدارة المشاريع

## Related Articles



### ما هي أهمية التعاطف في القيادة؟

في عالم القيادة الحديث، يتزايد الاهتمام بأهمية صفات القائد، ومن بين هذه الصفات الرئيسية تبرز بشكل لافت صفة التعاطف. فالتعاطف لا يقتصر على مجرد مظهر إنساني، بل يمتد ليكون أحد العوامل الحيوية في تحقيق القيادة الفعالة.