

Strategic Project Management for Competitive Advantage

COURSE OVERVIEW

The course defines the link between corporate strategy and project execution, emphasizing how strategic alignment, portfolio prioritization, and performance measurement create sustainable value. Participants will learn to translate organizational objectives into actionable project strategies, optimize resource allocation, and manage change in dynamic business environments. Through practical frameworks and real-world case studies, delegates will develop the skills to lead strategically focused projects that enhance competitiveness, innovation, and long-term growth.

WHO SHOULD ATTEND?

This course is ideal for project managers, program and portfolio managers, business leaders, and strategic planners who want to align projects with organizational strategy, drive high-impact initiatives, and enhance competitive advantage. It is also valuable for consultants and executives seeking practical frameworks to optimize project performance, innovation, and long-term business value.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Integrate strategic thinking into project management processes.
- Align projects with corporate vision, mission, and objectives.
- Apply advanced tools for managing risks, resources, and stakeholder expectations.
- Leverage project management as a driver for innovation and market leadership.
- Enhance decision-making and governance structures to improve project outcomes.
- Measure and evaluate project performance to drive strategic learning and sustainable competitive advantage.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Approaches to prioritize and select projects that support long-term business goals.
- The role of adaptive planning and risk management in sustaining competitive advantage through projects.
- How to align project portfolios with organizational strategic objectives for maximum impact.
- Methods to engage stakeholders and foster collaboration for strategic project success.
- Techniques to leverage strategic project management as a source of competitive advantage.
- Tools for measuring and evaluating project performance in the context of overall strategy.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded