Abstract
Companies now more than ever are faced with the dilemma of having to plan for the long term and simultaneously deal with complex scenarios and unstable, which hinders its stability and growth. It has built a model of planning that with a very important paradigm of literature administrative Skills Center (Core Competences), aims to create competitive advantages to ensure its viability and enable it to compete in a market economy. It proposes a simple method for its implementation from an initial diagnosis, redefinition of the mission and vision, designing strategies, risk both internally and externally and the adoption and / or development of indicators to monitor the extent to the time of the planned strategic objectives. Its construction is made from the specific conditions of organizations and becomes the logs that accompany building a competitive and successful future.

Keywords
Strategic planning, core competencies, Competitive advantages, strategies, uncertainty, complexity, risk, management indicators, board command.