



*Training Course:  
Leadership and Achieving Vision 2030*

*10 - 14 June 2024  
Casablanca (Morocco)  
New Hotel*

## Training Course: Leadership and Achieving Vision 2030

Training Course code: SC235201 From: 10 - 14 June 2024 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4675 € Euro

### Introduction

This training program is designed to provide leaders and professionals with a set of transformative tools and techniques to help them enhance their own and their team's creative potential in a strategic context. The starting point is self-discovery: participants will work from within first and then focus on the external to influence the world of business.

The training program will focus on leadership management and thinking in different ways. Participants should be ready to step out of their comfort zone and experience new ways of creating and delivering an inspiring leadership vision.

The training program helps to demystify the concept of "strategy," which is often misunderstood. With a focus on the analytical specialties that underlie successful strategies, it emphasizes strategic planning as a value-added process that harnesses the leader and team's ability to combine analysis and creative thinking and enable ideas and plans to become reality.

### Objectives

- Show innovative ways to harness the creative potential of others.
- Convey your vision in refreshing and engaging ways.
- Define the concepts of "strategy" and "strategic plans."
- Understand and explain visual thinking as part of the strategic process and apply strategic planning to your management issues.
- Place your part of the organization within the overall context of the company's strategy.
- Gain confidence in managing your contribution to strategic implementation.

### Target Audience

- Department Managers.
- Occupants of administrative, executive, and advisory positions.
- Heads of departments and those at their level in various institutions and organizations.
- Anyone looking to develop their skills and experiences and strive to align with Vision 2030.
- Anyone interested in Vision 2030.

### Training Program Outline

#### Day 1:

- Creativity in Problem Solving
- Assessment of Leadership Reality
- Leadership and Management
- Understanding Our Brain's Function
- Myths of Creativity
- Limits of Rationality
- Diverse Problem-Solving Approaches
- Leaving Logic
- Similar Thinking Approaches
- Convergent and Divergent Modes
- Overcoming Personal Barriers to Creativity
- The S-Curve - Lifecycle Model
- Continuous Improvement
- Changing the Breakthrough Step
- Self-Awareness and Self-Nature
- Aligning Personal Goals
- Adaptation and Innovation: Personal Preferences for Creating Meaning
- Exploring Attitudes Toward Risk
- Left and Right Brain Thinking

#### Day 2:

- Creative Vision Development
- Six Thinking Hats
- Using Different Thinking Styles
- Johari Window
- Action Plan Process and Vision Creation
- Harnessing Team Power
- Organizational Culture and Its Impact on Innovation
- Letting Go of the Self
- Working with Different Creative Preferences
- Creative Vision Delivery
- The 7-Step Creative Process
- Communication Models
- Viral Vision
- Authenticity and Trust
- Tools, Techniques, and Strategies for Creativity
- Letting Go of the Vision
- Leadership Without Dictation
- Empowering Leadership Beliefs

#### Day 3:

- From Ideas to Action: Creativity and Change
- Motivation - The Hierarchy of Needs
- Overcoming Organizational Barriers to Creativity and Change

- Nurturing the Learning Environment
- Is Money a Motivator?
- Personal Profiling
- Building Creative Consensus
- Engaging Stakeholders Creatively
- Influence and Motivation through Change
- Strategic Thinking and External Analysis
- Definitions of Strategy and Strategic Planning
- Why are Strategy and Strategic Planning Important?
- Understanding Key Frameworks for Strategic Analysis
- Private and Public Sector Strategies - Similarities and Differences
- External Analysis - Understanding Business Attractiveness
- Customer Analysis and Measuring Your Strategic Position
- How Attractive is the Game We've Chosen to Play?

#### Day 4:

- Internal Analysis and Integration into Strategic Choices
- Interface and Balance of External and Internal Analysis
- Internal Analysis: Financial
- Internal Analysis: Non-Financial
- Concept and Process of the "Balanced Scorecard"
- Diagnosing and Analyzing Strategic Problems and Opportunities
- Integrating Analysis into Strategic Choices - SWOT and Strategic Matrix
- How Well Are We Performing in the Game We've Chosen to Play?
- Strategic Plans and the Importance of Alliances and Joint Projects
- Reviewing Tools Used So Far
- Strategic Content: Avoiding "Analysis Paralysis"
- Creating a Strategic Plan Together - A 5-Page Framework
- Real-Life Example of Business Strategy / Strategic Plan
- Strategies for Alliances and Joint Projects
- Managing Alliances and Joint Projects
- Examples of Best Practices in Alliances and Joint Projects

#### Day 5:

- Global Strategy and Building Teams and Managing Internal Communication
- Essence of Globalization and Global Strategy
- Globalization - The Strategic Dimension
- Globalization - Organizational Dimension
- Globalization - Human Dimension
- Building and Managing the Strategic Planning Team
- Delivering Strategy Across the Organization
- Gaining Your Team's Commitment and Acceptance of the Strategy
- Strategic Implementation and Value Creation
- Aligning Strategy with Culture, Structure, and People
- Effective Implementation - Turning Strategic Analysis and Planning into Action
- Aligning and Linking Strategy with Operational Goals

- Implementation - Achieving Practical Outcomes
- Creating the Organization of Tomorrow Outside the Organization of Today
- Personal-Level Strategic Planning
- Overview: The Complete Strategic Process
- Summary and Conclusions - Institutional and Individual Value of Strategic Planning

## Registration form on the Training Course: Leadership and Achieving Vision 2030

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Course Fees: 4675 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
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Complete & return the  
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to: Global Horizon  
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