



*Training Course:
Executive Leadership in Real Estate*

*3 - 7 June 2024
Casablanca (Morocco)
New Hotel*

Training Course: Executive Leadership in Real Estate

Training Course code: SC1958 From: 3 - 7 June 2024 Venue: Casablanca (Morocco) - New Hotel Training Course Fees: 4675 € Euro

Introduction:

The Executive Leadership in Real Estate training program is designed to provide comprehensive knowledge and practical skills to CEOs in the real estate industry. This program builds upon the CEO's existing expertise and focuses on key areas such as project execution, financial analysis, credit risk management, and strategic marketing. By the end of the program, participants will be equipped with advanced strategies and techniques to effectively lead and manage their organizations.

Objectives:

- Enhance project execution capabilities for successful real estate services.
- Strengthen financial analysis skills to make informed business decisions.
- Develop expertise in credit risk management to mitigate financial risks.
- Gain insights into strategic marketing planning for business-to-business operations.
- Foster leadership qualities and inspire a high-performance organizational culture.

Target Audience:

CEOs, senior executives, and top-level management personnel in real estate companies seeking to enhance their skills and knowledge in project execution, financial analysis, credit risk management, and strategic marketing.

Outlines:

Day One:

Real Estate Project Execution

- Introduction to effective project management methodologies
- Best practices for executing real estate services projects
- Case studies and success stories in real estate project execution
- Developing a project execution framework for the organization

Day Two:

Financial Analysis and Risk Management

- Advanced financial statement analysis techniques
- Evaluating feasibility studies and financial projections
- Credit risk analysis and management in real estate lending
- Tools for cash flow analysis and financial modeling

Day Three:

Credit Risk Management

- Understanding credit risk in real estate transactions
- Techniques for assessing and managing credit risks
- Establishing credit policies and procedures
- Negotiating and mitigating credit risk in real estate deals

Day Four:

Strategic Marketing for Business-to-Business Operations

- Creating effective marketing plans for business-to-business engagements
- Identifying target markets and customer segmentation strategies
- Leveraging digital marketing and social media platforms
- Measuring marketing performance and ROI

Day five:

Leadership and Organizational Excellence

- Leadership principles and strategies for CEOs
- Building and nurturing high-performance teams
- Cultivating a culture of innovation and continuous improvement
- Change management and navigating industry challenges

Registration form on the Training Course: Executive Leadership in Real Estate

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

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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