



*Training Course:
Strategic Leadership Development for Senior
Executives*

*21 April - 2 May 2025
Casablanca (Morocco)
New Hotel*

Training Course: Strategic Leadership Development for Senior Executives

Training Course code: LS235620 From: 21 April - 2 May 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 6800 € Euro

Introduction

In today's dynamic and complex business environment, effective strategic leadership is crucial for organizations aiming to maintain a competitive edge and achieve long-term success. This training program is specifically designed for senior executives, focusing on enhancing their leadership capabilities, strategic thinking, and decision-making skills. Through a combination of interactive discussions, real-world case studies, and practical exercises, participants will gain valuable insights into strategic leadership principles and practices.

Objectives

- To understand the fundamental principles of strategic leadership and its impact on organizational success.
- To develop skills in creating and communicating a compelling vision and mission.
- To enhance strategic thinking and planning capabilities.
- To improve decision-making skills in complex and uncertain environments.
- To learn effective change management and innovation strategies.
- To build high-performing teams and strengthen communication skills.
- To master stakeholder management and engagement techniques.
- To emphasize ethical leadership and corporate governance.
- To create a personal leadership development action plan.

Target Audience

This program is tailored for senior executives, including C-suite leaders, vice presidents, directors, and high-ranking officials responsible for strategic decision-making and guiding organizational direction.

Program Outline

- Day 1: Introduction to Strategic Leadership

- Explore the characteristics and importance of strategic leadership in organizational success.
- Analyze the differences between leadership and management, and discuss the strategic leadership process.
- **Day 2: Vision and Mission Development**
 - Engage in activities to create and articulate a compelling vision and mission statement for an organization.
 - Discuss the role of vision and mission in guiding strategic direction.
- **Day 3: Strategic Thinking and Planning**
 - Utilize frameworks such as SWOT analysis and PESTLE analysis to enhance strategic thinking capabilities.
 - Set strategic goals and objectives aligned with the organization's vision.
- **Day 4: Decision-Making in Leadership**
 - Examine various decision-making processes and styles to improve overall decision-making capabilities.
 - Participate in simulations and scenarios to practice decision-making under uncertainty.
- **Day 5: Leading Change and Innovation**
 - Understand the dynamics of change management and the strategic leader's role in facilitating change.
 - Develop strategies to promote a culture of innovation within teams and organizations.
- **Day 6: Building High-Performing Teams**
 - Learn about team dynamics and leadership styles that contribute to high-performing teams.
 - Engage in team-building exercises to foster collaboration and address conflict resolution.
- **Day 7: Effective Communication Strategies**
 - Enhance communication skills necessary for effective leadership and team collaboration.
 - Practice techniques for providing constructive feedback and facilitating open communication.
- **Day 8: Stakeholder Management and Engagement**
 - Identify key stakeholders and develop strategies for effective stakeholder analysis and engagement.
 - Discuss relationship-building techniques to enhance stakeholder collaboration.
- **Day 9: Ethical Leadership and Corporate Governance**

- Emphasize the importance of ethical decision-making and corporate governance in leadership.
- Analyze case studies on ethical dilemmas and discuss best practices for governance.
- **Day 10: Personal Leadership Development and Action Planning**
 - Conduct self-assessment and reflection on individual leadership styles and areas for growth.
 - Create a personal leadership development plan with specific goals and strategies for continued growth.

Registration form on the Training Course: Strategic Leadership Development for Senior Executives

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