



*Conference:  
The Manager As A Strategic Leader*

*14 - 18 April 2025  
Casablanca (Morocco)  
New Hotel*

## Conference: The Manager As A Strategic Leader

Conference code: CO234835 From: 14 - 18 April 2025 Venue: Casablanca (Morocco) - New Hotel Conference Fees: 4675  
€ Euro

### Introduction

More than ever before, implementing strategic improvement changes in an organization requires leaders who think and act strategically. To maintain competitiveness, work is becoming increasingly complex and sophisticated, but often strategic improvements are implemented by competent professionals who have little or no strategic leadership training. Modern organizations cannot afford anything less than competent management that leads to successfully implemented improvements. Establishing and maintaining personal and team leadership skills, creating productive work environments, and leading teams in strategic activities to meet goals is a challenging, everyday part of a strategic leader's life.

This program offers an opportunity to focus on the development and use of strategic leadership practices that allow for effective and efficient management of strategic improvements. It provides practical skills to take back to the job, along with insights needed to adapt principles to specific work environments. The seminar is designed to give participants an in-depth understanding of the skills required to successfully demonstrate strategic leadership.

### Conference Objectives of Manager as a Strategic Leader

- Understand strategic leadership and its role in the implementation of changes
- Gain greater skill in working in the role of strategic team leader
- Develop skills in strategic leadership techniques for creating a strategic change environment, planning, relationships, and communication
- Understand the role of stakeholders in strategic leadership
- Learn to utilize individual and team strengths to achieve strategic objectives
- Develop communication and human interaction skills to implement strategic change
- Develop techniques to deal with strategic organizational change
- Learn techniques of strategic stakeholder assessment and management
- Learn the techniques to deal with the human reaction to strategic change

### Conference Benefits of Manager as a Strategic Leader

- Integrate strategic management and leadership into the overall work of the organization
- Develop skills for strategic leaders which will raise their capability, skill, and morale
- Improve preparedness to deal with strategic improvements
- Establish organizational, team, and personal strategic leadership capabilities
- Improve performance in setting and completing strategic objectives
- Allow leaders to better meet the challenges of dynamic, strategic change

### Conference Results of Manager as a Strategic Leader

- Improve individual and team performance by learning productive, effective, and efficient strategic leadership skills
- Learn strategic leadership techniques to accomplish change and establish strategic priorities
- Develop skills in interpersonal interaction to implement strategic change through people

- Demonstrate proficiency in identifying strategic techniques and methods
- Adds personal value and competency for organizations' strategic leaders

## Core Competencies of a Manager as a Strategic Leader

- Strategic Leadership
- People Management
- Communication Skill
- Human Interaction Skill
- Strategic Priorities
- Change Management

## Conference Outlines of Manager as a Strategic Leader

### Day One

#### Strategic Leadership Skills in a Changing Business Culture

- Identification of strategic leadership skills
- Challenges leaders face in changing organizations
- Conditions that exist that require strategic leadership
- Individual strengths and challenges of each interaction style
- Strengths and challenges in strategic interactions
- Understanding how strategic teams work better using varied interaction types

### Day Two

#### Strategic Leadership in Organizational Excellence

- The role that organization type plays in strategic leadership
- Developing a culture of strategic organizational excellence
- Learning the skill and techniques of strategically managing stakeholders
- Focusing on strategic priorities in leadership
- Setting strategic priorities with other leaders

### Day Three

#### The Importance of Communication in Strategic Leadership

- Importance of strategic leadership and communication methods
- Strategic interpersonal communication is two-way
- Understanding of how interpersonal communication preferences differ
- Developing a strategic listening communication style
- Communicating empowerment techniques as a strategic leader

### Day Four

#### Strategic Leaders Demonstrate Flexibility in Interpersonal Relationships

- Successful strategic leaders have positive interpersonal interaction
- Characteristics of strategic interpersonal interaction

- Identification of the personal interaction style
- The role of strategic leadership in dynamic organizations
- Understanding the role of strategic management in leadership
- How leadership skills change with organizational change

## Day Five

### Strategic Leadership, Innovation, and Human Change

- Understanding the strategic benefits of innovation and improvement
- Led strategic personal change in our teams
- Understanding problems inherent with strategic change in individuals and teams
- Avoiding critical change mistakes
- Preparing project team and individuals for strategic change

## Registration form on the Conference: The Manager As A Strategic Leader

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Fees: 4675 € Euro

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

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