



*Training Course:  
The Art of War: Mastering Strategies for Business  
Success*

*20 - 24 January 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: The Art of War: Mastering Strategies for Business Success

Training Course code: LS235355 From: 20 - 24 January 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction:

Inspired by the ancient Chinese military treatise, Sun Tzu's Art of War, this program delves into strategic thinking for the modern business battlefield. Cultivate a strategic mindset, learn to outmaneuver your competition, and achieve your objectives with efficiency and precision.

### Target Audience:

This program is designed for leaders, entrepreneurs, and managers who want to:

- Develop a winning mentality in competitive markets.
- Leverage strategic alliances and partnerships for mutual benefit.
- Craft winning negotiations and agreements.
- Think creatively to gain a competitive advantage.
- Develop leadership skills that inspire and motivate teams towards strategic goals.

### Objectives:

By the end of this program, participants will be able to:

- Apply principles from Sun Tzu's Art of War to contemporary business challenges.
- Develop winning strategies through superior knowledge and planning.
- Effectively manage resources and leverage strengths for maximum impact.
- Employ negotiation tactics to secure favorable outcomes.
- Foster a strategic culture within their organizations.

### Outlines:

#### Day 1: The Principles of Strategic Warfare

- Sun Tzu's philosophy and its relevance to modern business strategy.
- Understanding "Know Yourself, Know Your Enemy": Analyzing internal and external factors.

- Developing winning strategies: Deception, maneuvering, and seizing opportunities.
- Case studies: Examining legendary business strategies inspired by the Art of War.

#### Day 2: Building Your Strategic Arsenal

- Competitive intelligence: Learning to gather and analyze information on your competitors.
- The importance of deception: Keeping your competitors off guard.
- Maneuvering and positioning: Securing advantageous positions in the market.
- Resource allocation: Utilizing resources efficiently to maximize your impact.
- Interactive exercises: Applying Sun Tzu's principles to real-world business scenarios.

#### Day 3: The Art of Negotiation

- Understanding the psychology of negotiation.
- Effective communication and negotiation techniques.
- Win-win strategies and building strong partnerships.
- Negotiation simulations: Practicing negotiation skills in a safe environment.
- Case studies: Analyzing successful business negotiations across different industries.

#### Day 4: Leadership and Strategic Culture

- The role of leadership in fostering a strategic mindset within teams.
- Motivating and inspiring employees towards achieving strategic goals.
- Effective communication: Ensuring clear understanding of the strategic vision.
- Building a culture of accountability and ownership for strategic success.
- Group discussions and role-playing exercises: Leading strategic initiatives within your team.

#### Day 5: Winning in the Long Term

- Adapting your strategy in a dynamic business environment.
- Identifying and mitigating potential risks and threats.
- Building agility and resilience in your organization.

- Securing a sustainable competitive advantage.
- Action planning: Developing a roadmap for continuous strategic development and implementation.

## Registration form on the Training Course: The Art of War: Mastering Strategies for Business Success

Training Course code: LS235355 From: 20 - 24 January 2025 Venue: Casablanca (Morocco) - New Hotel  
Training Course Fees: 4250 € 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  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.