



*Training Course:
Leading Businesses into the Future*

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

Training Course: Leading Businesses into the Future

Training Course code: LS235077 From: 20 - 24 January 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4250 € Euro

Introduction:

The business landscape is constantly evolving, and to stay ahead of the curve, organizations need leaders who can anticipate emerging trends and adapt to changing circumstances. Leading businesses into the future requires a future-oriented strategy, an innovative mindset, and the ability to manage change and uncertainty. This training program aims to equip participants with the skills and knowledge required to lead businesses into the future successfully. The program will cover the emerging trends in business, the role of technology and innovation in driving business growth.

Objectives:

- Understand the emerging trends in business and their implications for organizational success
- Learn how to develop a future-oriented strategy that aligns with organizational goals
- Understand the key competencies of a leader in leading businesses into the future
- Learn how to leverage technology and innovation to drive business growth
- Understand the importance of organizational culture and change management in leading businesses into the future

Target Audience:

- Senior executives and leaders responsible for setting the strategic direction of their organizations
- Business owners and entrepreneurs seeking to stay ahead of the curve
- Middle managers responsible for implementing strategic initiatives within their departments

Outlines:

Day 1:

Overview of the Future of Business

- Introduction to Emerging Trends in Business
- Implications of Emerging Trends on Organizational Success
- The Role of a Leader in Leading Businesses into the Future
- Leadership Competencies for the Future of Business
- Creating a Future-Oriented Strategy

Day 2:

Technology and Innovation in Business

- The Impact of Technology on the Future of Business
- Disruptive Technologies and Their Implications
- Innovation and Its Role in Driving Business Growth
- Developing a Culture of Innovation
- Case Studies of Innovative Companies

Day 3:

Organizational Culture and Change Management

- The Role of Organizational Culture in Leading Businesses into the Future
- Developing a High-Performance Culture
- Leading Change in Organizations
- The Psychology of Change Management
- Implementing Change Successfully

Day 4:

Business Model Innovation and Transformation

- Business Model Innovation and Its Impact on Business Growth

- Developing a Business Model Innovation Strategy
- Transforming Business Models for Future Success
- Design Thinking for Business Model Innovation
- Case Studies of Business Model Transformation

Day 5:

Leading in a VUCA World

- The Concept of VUCA Volatility, Uncertainty, Complexity, Ambiguity
- The Impact of VUCA on Leadership and Business
- Leading in a VUCA World: Strategies and Competencies
- Building Resilience in Leaders and Organizations
- The Future of Leadership in a VUCA World

Registration form on the Training Course: Leading Businesses into the Future

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

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Payment Method

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