



*Training Course:  
Advanced Strategic Planning and Execution for  
Executive Leaders*

*24 - 28 February 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Advanced Strategic Planning and Execution for Executive Leaders

Training Course code: LS235548 From: 24 - 28 February 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction

The Advanced Strategic Planning and Execution for Executive Leaders program is designed to equip senior executives with the tools and frameworks needed to lead strategic planning initiatives and ensure effective execution in dynamic environments. This program focuses on aligning organizational objectives with long-term goals, creating actionable strategies, and driving execution through leadership, innovation, and collaboration.

### Target Audience

- Senior Executives
- CEOs, COOs, and Directors
- Heads of Departments involved in strategic planning and execution
- Strategy and Planning Managers

### Objectives

- Understand advanced strategic planning frameworks and methodologies.
- Develop skills to align strategic objectives with organizational goals.
- Enhance capabilities to lead and manage strategic execution.
- Analyze and adapt strategies in response to changing environments.
- Utilize leadership strategies to drive execution and manage performance.

### Training Program Outline

#### Day 1

##### Foundations of Strategic Planning

- Session 1: Introduction to Strategic Leadership and Planning
  - Importance of strategic planning in leadership roles.
  - Understanding key components of strategic planning.
  - Strategic planning vs. operational planning.
- Session 2: Vision, Mission, and Core Values
  - How to define or refine organizational vision and mission.
  - Aligning values with long-term strategic goals.

- Practical exercise: crafting a vision and mission statement.
- Session 3: Environmental Scanning and Competitive Analysis
  - Conducting a SWOT Strengths, Weaknesses, Opportunities, Threats analysis.
  - PESTEL Political, Economic, Social, Technological, Environmental, and Legal framework for assessing external factors.
  - Case study: Environmental scanning for competitive advantage.

## Day 2

### Strategic Formulation

- Session 1: Developing Long-Term Strategic Goals
  - Setting strategic objectives that align with organizational goals.
  - Key performance indicators KPIs for measuring strategic success.
  - Practical exercise: Creating strategic goals.
- Session 2: Strategy Formulation Models
  - Porter's Five Forces and Blue Ocean Strategy.
  - Value chain analysis.
  - Case study: Applying Porter's Five Forces to a real-world scenario.
- Session 3: Identifying Strategic Initiatives
  - Prioritizing initiatives for competitive advantage.
  - Managing resource allocation for strategic initiatives.
  - Group activity: Strategic initiative brainstorming session.

## Day 3

### Strategic Execution

- Session 1: Creating an Execution Framework
  - Linking strategy to execution: best practices.
  - Developing action plans and strategic roadmaps.
  - Practical exercise: Building a strategic roadmap for your organization.
- Session 2: Leading Strategic Change
  - The role of leadership in executing strategy.
  - Overcoming resistance and fostering a culture of change.
  - Case study: Leading strategic change in a multinational organization.
- Session 3: Aligning Teams and Stakeholders for Execution
  - Techniques for communicating strategy and gaining buy-in.
  - Engaging cross-functional teams and stakeholders.
  - Group activity: Role-playing strategic communication with stakeholders.

## Day 4

### Performance Management and Strategy Adaptation

- Session 1: Performance Measurement and Management Systems

- Establishing performance metrics for strategy execution.
- Balanced Scorecard and other performance management tools.
- Practical exercise: Designing a Balanced Scorecard for your strategy.
- Session 2: Strategy Monitoring and Evaluation
  - Continuous monitoring and adapting to changes.
  - Conducting strategic reviews and making course corrections.
  - Case study: Real-time strategy adaptation in a volatile market.
- Session 3: Risk Management in Strategic Execution
  - Identifying and mitigating risks in strategy execution.
  - Risk management frameworks and tools.
  - Practical exercise: Creating a risk mitigation plan for a strategic initiative.

## Day 5

### Leadership in Strategy Execution

- Session 1: Leadership Skills for Strategic Success
  - Developing leadership qualities that drive strategy.
  - Emotional intelligence and its role in strategic leadership.
  - Practical exercise: Leadership role-playing in a strategic context.
- Session 2: Innovation and Strategic Flexibility
  - Integrating innovation into strategic planning.
  - Fostering a culture of innovation for sustainable growth.
  - Group activity: Innovation workshop—creating flexible strategic solutions.
- Session 3: Building a Legacy through Strategic Leadership
  - Creating long-term value through strategic execution.
  - Balancing short-term results with long-term sustainability.
  - Final exercise: Presenting a comprehensive strategic plan for peer review.

## Registration form on the Training Course: Advanced Strategic Planning and Execution for Executive Leaders

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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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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

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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