



*Training Course:  
The Strategic Leadership of Senior Executives*

*23 June - 4 July 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: The Strategic Leadership of Senior Executives

Training Course code: LS235324 From: 23 June - 4 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 7000 € Euro

### Introduction

The Executive Leadership Program relies on a highly interactive methodology. It also extensively addresses executive issues, enabling participants to apply strategic thinking, make decisions, and engage in analytical thinking.

The training program aims to equip business leaders with the competencies they need to confront contemporary and accelerating challenges in the global economy. This program stands out for its unique design and methodology, taking leadership to a new level of thinking and influence. Additionally, the program focuses on new forms of comprehensive corporate leadership that add value across all fields.

### Objectives

By the end of the Executive Leadership Program, participants will be able to:

- Assess personal leadership capabilities and compare them with globally recognized leaders.
- Influence the culture within their organization by increasing employee engagement and participation.
- Create value by applying essential executive skills across a range of responsibilities.
- Evaluate organizational disruptions and workplace dynamics, and leverage opportunities to maintain a competitive advantage.
- Develop a personal executive agenda that drives outstanding performance at both the personal and organizational levels.

### Target Audience

- Chairmen
- Chief Executive Officers CEOs
- Chief Operating Officers COOs
- Vice Presidents
- Chief Financial Officers CFOs

### Outline

#### Day 1: Introduction to Strategic Leadership

- Defining strategic leadership
- Importance in senior executive roles
- Key concepts: vision, mission, values
- Case studies of successful strategic leaders

#### Day 2: Decision Making Frameworks

- Various decision-making models
- Assessing risks and opportunities
- Real-world examples of strategic decisions
- Lessons learned from decision-making processes

#### Day 3: Change Management

- Theories and models of change management
- Overcoming resistance to change
- Implementing change initiatives
- Case studies of successful change management strategies

#### Day 4: Communication Strategies

- Effective communication techniques
- Stakeholder identification and engagement
- Transparency and authenticity in leadership communication
- Role-playing exercises for communication skills

#### Day 5: Strategic Planning Process

- Steps in strategic planning
- Setting objectives and priorities
- Scenario planning for future challenges

- Action planning for strategic initiatives

#### Day 6: Ethical Leadership

- Importance of ethics in leadership
- Ethical decision-making frameworks
- Navigating ethical challenges
- Maintaining integrity in leadership roles

#### Day 7: Leading High-Performing Teams

- Building high-performing teams
- Fostering collaboration and accountability
- Addressing conflicts and enhancing team cohesion
- Team dynamics and their impact on performance

#### Day 8: Global Leadership

- Challenges and opportunities of leading in a global context
- Managing cultural differences
- Strategies for leading diverse teams
- Best practices for global leadership

#### Day 9: Implementation and Action Planning

- Reflecting on key learnings from the program
- Developing personal action plans
- Applying strategic leadership concepts in real-world scenarios
- Peer feedback and support for action plans

#### Day 10: Leadership Simulation

- Participating in a leadership simulation exercise
- Applying strategic leadership principles to solve business challenges

- Feedback and reflection on leadership simulation experience
- Final thoughts and next steps for ongoing development

## Registration form on the Training Course: The Strategic Leadership of Senior Executives

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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  
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to: Global Horizon  
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