Global Horizon
TRAINING CENTER

Training Course:

Strategic Leadership, Setting the Future Vision, Preparing Administrative Plans, and Achieving them

15 - 19 September 2025
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside

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Training Course code: LS235245 From: 15 - 19 September 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 ⬡ Euro

Introduction:

The remarkable progress in the field of strategic management in recent years can be attributed to innovative ideas introduced by leaders seeking to enhance their organizations' competitiveness from the perspective of customers, stakeholders, employees, and society at large.

In the face of rapid changes in the world, the emergence of globalization, and the competitive unity brought about by the "GATT" agreement, it became imperative for leaders in Arab organizations to prepare themselves for these changes through administrative innovation in planning, organizing, coordinating, strategic thinking, and the development of future visions and administrative plans. This preparation equips them to adapt to the challenges of this era and achieve high performance.

Course Objectives:

By the end of the workshop, participants will be able to:

- Understand how to build positive thinking as a foundation for administrative innovation and adapt to new global transformations and challenges.

- Develop plans, programs, and performance evaluation.

- Apply effective planning methods in the practical workplace and proper remote monitoring.

- Incorporate creativity in planning and business monitoring.

- Establish an effective dynamic organization.

- Foster creative coordination and support Quality of Work Life QWL and its core values.

- Manage comprehensive and continuous change and development.

- Recognize the difference between strategic leadership and various leadership styles.

- Identify future challenges and how to address them.

- Acquire concepts, objectives, and skills for foresight.

- Understand strategic leadership in terms of its principles, scientific foundations, and core skills for senior management in strategic thinking.

Target Audience:

This workshop is designed for:

- All leaders responsible for planning and foresight and the execution of policies and goals in various organizations.

- Department heads and their deputies.

- Occupants of administrative, executive, and advisory positions.

- Directors of departments and their assistants.

- Heads of divisions.

- Administrative officials in various roles and departments.

- Ambitious employees with anticipated career advancement.

- Anyone seeking to enhance their skills and expertise through this workshop.

Outlines:

Day One :

Introduction to Creativity:

- Creative thinking foundations.
- The importance of creativity.
- Overcoming obstacles to creativity.
- Innovative strategies.
- Administrative creativity.
- Principles of administrative creativity SCAMPER.
- Modern approaches to administrative creativity.

Total Quality Management:

- Quality circles.

- Employee empowerment.

- Strategic management.

- Benchmarking.

- Administrative engineering.

- Balanced Scorecard BSC.

- Six Sigma SS.

- Practical application of administrative creativity.

Day Two:

Creative Planning and Monitoring:

- Definition and benefits of planning.

- Distinguishing between tactics and strategy.

- Steps in planning.

- SWOT analysis.

- Modern monitoring methods.

- The role of creativity in planning and monitoring.

- Problem-solving skills.

Organizational Design:

- The six elements of organization.

- Advantages and disadvantages of specialization and distinguishing between authority and power.

- Human resources in the organization.

- Organizational theory.

- Organizational relationships.

- Characteristics of effective organization.

- Types of organization.

- Organizational tools.

- Authority and responsibility.

- Sources of authority and their types.

- Controlling authority.

- Delegation as a governing element in organization.

Coordination:

- Definition and importance of coordination.

- Centralization and decentralization.

- Coordination and teamwork.

- Traditional methods of coordination problem-solving.

- Innovative methods of coordination problem-solving.

Day Three:

Advanced Scientific Trends in Foresight Studies:

- Fundamental concepts of futures studies and its relationship with strategic leadership.

- Scientific and methodological dimensions of futures studies.

- Approaches to foresight.

- Factors distinguishing between foresight methods and approaches.

- Challenges of predicting the future and how to confront them.

- Principles of building future scenarios and utilizing them in formulating various strategies.

- Practical application example of future studies.

- Case study of previous Arab experiences in the field of foresight studies.

Strategic Thinking:

- Modern trends in strategic thinking.

- The formal degree in strategic management.

- What is strategic management?

- Is strategic management a science or an art?

- Objectives of strategic management.

- Steps in strategic management design stage, implementation stage, evaluation stage.

- Levels of strategic management.

- Application of strategic management in the practical workplace.

- Basic skills for strategic managers.

- The roles of top management in building strategic thinking.

- Characteristics of strategic decisions.

- Strategic challenges.

- Building an organizational strategic performance list.

Day Four:

Analyzing the External Environment and the Competitive Performance Matrix CPM:

- Understanding external environment assessment.

- Framework for reviewing the external environment.

- Key environmental variables.

- Primary sources of environmental information.

- Environmental analysis and description.

- Competitive Performance Matrix CPM.

Analyzing the Internal Environment:

- The importance of studying and evaluating the internal environment.

- Internal factors that must be studied and analyzed.

- SWOT analysis.

- Considerations for internal evaluation.

Day Five:

Competitive Position Analysis and Strategic Leadership:

- Porter's strategies.

- Cost leadership strategy.

- Differentiation and distinguishing from competitors.

- Focus strategy.

- Comparing different strategic alternatives.

- Comprehensive model of strategic alternatives.

- Shell Model.

- General Electric Matrix.

- Criteria for the success of strategic leaders in the practical workplace.

Strategy Implementation and Review:

- The importance of strategy implementation.

- Requirements for strategy implementation.

- The Macbeth Effectiveness Framework for strategy implementation.

- Balanced Scorecard BSS and strategy implementation.

- Steps in the strategic review process.

Registration form on the Training Course:
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