



*Training Course:
Senior Management Programme: Policy and
Leadership for Innovation and Sustainability*

*30 June - 11 July 2025
Casablanca (Morocco)
New Hotel*

Training Course: Senior Management Programme: Policy and Leadership for Innovation and Sustainability

Training Course code: MA235680 From: 30 June - 11 July 2025 Venue: Casablanca (Morocco) - New Hotel Training
Course Fees: 7000 € Euro

Introduction

This comprehensive program, designed by the esteemed Global Horizon Training Center, equips senior leaders with the tools and knowledge necessary to drive innovation and sustainability through robust policy-making and leadership strategies. The training emphasizes a future-focused approach to management, preparing leaders to navigate complex global challenges while fostering organizational resilience and long-term success.

Objectives

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

- Develop and implement effective policies to drive innovation and sustainability within their organizations.
- Lead organizational change initiatives with a focus on sustainability and long-term impact.
- Employ strategic leadership skills to align corporate goals with global sustainability standards.
- Integrate innovative practices into existing frameworks to enhance operational efficiency.
- Foster a culture of creativity, collaboration, and continuous improvement.
- Address global challenges through proactive policy adjustments and adaptive leadership.

Course Methodology

- Interactive Workshops: Engaging sessions combining theory and real-world application.
- Case Studies: Analysis of successful policies and leadership approaches in innovation and sustainability.
- Group Discussions: Collaborative exchanges of ideas to foster learning and networking.
- Expert Lectures: Insights from industry leaders and academic experts.
- Practical Exercises: Simulations and role-plays to solidify learning outcomes.

Organizational Impact

- Enhanced capability to navigate and adapt to dynamic global challenges.
- Strengthened leadership capacity at all organizational levels.

- Improved alignment with international sustainability frameworks and goals.
- Increased innovation and efficiency through strategic policy-making.
- Development of a forward-thinking culture that attracts top talent and stakeholders.

Target Audience

- Senior executives and decision-makers across industries.
- Policy-makers aiming to integrate sustainability into governance.
- Heads of departments responsible for innovation and strategic planning.
- Leaders seeking to elevate their organizational impact and global alignment.

Outlines

Day 1: Foundations of Innovation and Sustainability

- Introduction to innovation and sustainability concepts.
- Global challenges and opportunities for senior leaders.
- Frameworks and standards for sustainable practices.

Day 2: Strategic Leadership in the 21st Century

- Key traits of effective leaders in dynamic environments.
- Leadership strategies for driving organizational change.
- Case studies: Successful leadership in sustainability initiatives.

Day 3: Policy Design for Innovation

- Principles of impactful policy-making.
- Aligning policies with organizational and global goals.
- Workshop: Crafting policies for innovation and sustainability.

Day 4: Integrating Innovation into Business Strategy

- Developing a culture of innovation.

- Tools and techniques for fostering creativity.
- Strategic alignment of innovation initiatives.

Day 5: Sustainable Development Goals SDGs in Practice

- Understanding and applying the SDGs in organizational contexts.
- Building partnerships for sustainable development.
- Group activity: Mapping business goals to SDGs.

Day 6: Leading Change and Overcoming Resistance

- Dynamics of organizational change.
- Strategies to manage resistance and ensure stakeholder buy-in.
- Simulation: Leading a sustainability-focused transformation.

Day 7: Measuring Impact and Continuous Improvement

- Key performance indicators for sustainability and innovation.
- Data-driven decision-making and reporting.
- Workshop: Developing an impact measurement plan.

Day 8: Governance and Risk Management

- Policies for ethical governance and risk mitigation.
- Balancing innovation with compliance and sustainability.
- Case studies: Risk management in innovation-driven organizations.

Day 9: Global Trends and Future Scenarios

- Emerging technologies and their implications for leadership.
- Scenario planning for global challenges.
- Expert panel: Insights on the future of innovation and sustainability.

Day 10: Action Plan and Wrap-Up

- Consolidation of learning and feedback.
- Development of a personal and organizational action plan.
- Closing ceremony and certification distribution.

Registration form on the Training Course: Senior Management Programme: Policy and Leadership for Innovation and Sustainability

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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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