



*Training Course:
Creative Strategic Planning and Leadership*

*21 - 25 July 2025
Casablanca (Morocco)
New Hotel*

Training Course: Creative Strategic Planning and Leadership

Training Course code: LS235517 From: 21 - 25 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

This 5-day intensive course, designed by Global Horizon Training Center, is tailored for leaders and professionals who aim to maximize their creative potential while aligning their actions with strategic business goals. Participants will start with self-discovery, enhancing their creative leadership capabilities, and will then focus on strategic thinking and planning. The course emphasizes balancing creativity with analytical rigor, enabling participants to lead their teams effectively and contribute to organizational success. By the end of the course, participants will have a clearer understanding of how to drive change and implement strategic initiatives within their organizations.

Objectives

By the end of this course, participants will be able to:

- Apply innovative methods to harness the creative potential of themselves and their teams.
- Develop and communicate a compelling vision that motivates and inspires action.
- Understand and define key concepts of strategy and strategic planning.
- Conduct comprehensive external and internal business analyses to inform strategic decisions.
- Formulate strategic plans and align them with operational goals.
- Execute strategic initiatives effectively, ensuring practical implementation and measurable outcomes.

Methodology

This course employs a mix of experiential learning techniques, including group activities, case studies, and individual exercises. Participants will engage in hands-on problem-solving, creative visioning, and strategic planning tasks. Formal presentations and discussions will provide theoretical underpinnings, while case studies and group work will reinforce learning through practical application. The course also includes video presentations from global experts in strategy and leadership, enhancing participants' understanding of the subjects.

Organizational Impact

Participants will return to their organizations with:

- Enhanced leadership skills to develop and communicate a shared vision.
- The ability to engage and motivate teams more effectively, leading to better alignment with organizational goals.

- Improved decision-making capabilities, resulting in more efficient use of resources and time.
- A deeper understanding of strategic thinking, enabling the introduction of strategic initiatives at various organizational levels.
- Increased confidence from top management in the ability of participants to contribute to strategic planning and implementation.

Personal Impact

Participants will benefit personally by:

- Expanding their career flexibility through enhanced creative and strategic thinking skills.
- Accelerating their ability to resolve complex problems and dilemmas.
- Gaining a stronger understanding of how their roles contribute to corporate strategy.
- Improving their teamwork capabilities in solving strategic problems creatively.
- Boosting their motivation and impact across multiple organizational levels.
- Gaining the confidence to drive organizational change and contribute to long-term strategic success.

Outlines

Day 1:

Creative Problem-Solving & Overcoming Personal Blockers to Creativity

- Leadership Reality Assessment
- Leadership Vs Management
- Understanding Brain Function & Myths of Creativity
- Divergent and Convergent Problem-Solving Approaches
- Sigmoid Curve - Lifecycle Model
- Self-Awareness & Personal Goal Alignment
- Left- and Right-Brain Thinking

Day 2:

Developing and Communicating the Vision Creatively

- Six Thinking Hats & Differing Thinking Styles
- The Business Plan Process & Creating a Vision
- Organizational Culture's Influence on Innovation
- The 7-Step Creative Process
- Models of Communication
- Creativity Tools, Techniques & Strategy

Day 3:

Strategic Thinking, Business Analysis & Internal Analysis

- Introduction to Strategy & Strategic Planning
- External Analysis: Understanding Business Attractiveness
- Benchmarking & Competitor Analysis
- Internal Analysis: Financial & Non-Financial
- SWOT Analysis & Strategy Matrix
- Mini-Case Studies on Strategic Analysis

Day 4:

Strategic Plans, Alliances & Global Strategy

- Review of Strategic Tools
- Developing a 5-Page Strategic Plan Framework
- Alliances and Joint Ventures: Best Practices
- Globalization: Strategic, Organizational & Human Dimensions
- Strategic Planning Team Building & Internal Communication

Day 5:

Strategic Implementation & Practical Application

- Group Work on a Main Case Study
- Group Presentations of Strategic Case Study

- Effective Execution: Linking Strategy with Operational Objectives
- Strategic Planning of Personal Career Paths
- Creating Tomorrow's Organization: Practical Implementation
- Conclusion & Reflection on Strategic Thinking Value

Registration form on the Training Course: Creative Strategic Planning and Leadership

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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:
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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or training@gh4t.com

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to: Global Horizon
3 Oudai street, Aldouki,
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Egypt.