



*Training Course:  
Strategic Management Professional*

*7 - 11 July 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Strategic Management Professional

Training Course code: MA235638 From: 7 - 11 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4500 € Euro

### Introduction

In today's fast-paced and increasingly complex business landscape, effective strategic management is crucial for organizations aiming to achieve long-term growth, adapt to change, and stay competitive. Strategic management is not only about setting long-term goals but also about making data-driven decisions, aligning resources, and fostering a culture of adaptability and innovation. This five-day **Strategic Management Professional** program is meticulously designed to provide participants with the skills, tools, and frameworks needed to design, execute, and sustain effective strategies at both business and corporate levels.

Throughout this program, participants will gain a comprehensive understanding of the strategic management process, from analyzing the external environment and internal capabilities to formulating strategies that drive competitive advantage. The course also delves into the implementation and monitoring phases, which are often challenging yet critical for ensuring that strategies are realized effectively.

Special emphasis will be placed on contemporary strategic themes such as digital transformation, risk management, and innovation, equipping participants to tackle modern challenges head-on. By the end of this course, participants will be empowered to take a proactive approach in guiding their organizations towards achieving mission-critical objectives, enhancing overall resilience, and sustaining market leadership.

### Objectives:

- Develop a strong foundation in strategic management principles and frameworks.
- Master techniques to assess organizational strengths, weaknesses, opportunities, and threats.
- Formulate strategies that align with organizational objectives and promote sustainable growth.
- Navigate the complexities of strategy implementation, resource allocation, and change management.
- Evaluate strategy outcomes, identify areas for improvement, and pivot effectively in response to changing market conditions.

### Target Audience

- Senior managers and executives involved in strategy development and decision-making
- Professionals aiming to advance in strategic roles within their organizations
- Consultants and advisors specializing in business strategy and transformation

### Outlines

## Day 1:

### Introduction to Strategic Management

- Overview of strategic management and its importance in modern organizations
- Key concepts: vision, mission, values, and strategic objectives
- Strategic analysis tools SWOT, PESTEL, and Porter's Five Forces
- Case studies: Analyzing real-world organizational strategies

## Day 2:

### Strategy Formulation and Competitive Advantage

- Identifying and analyzing competitive advantages
- Differentiation and cost leadership strategies
- Developing business-level, corporate-level, and global strategies
- Workshop: Creating a strategic blueprint for competitive positioning

## Day 3:

### Strategy Implementation and Resource Allocation

- Structuring the organization for strategy implementation
- Resource allocation and budgeting for strategic initiatives
- Role of leadership in strategy execution and change management
- Practical exercise: Planning resource allocation for a new strategy

## Day 4:

### Performance Measurement and Strategic Control

- Key performance indicators KPIs and balanced scorecard approach
- Monitoring, measuring, and adjusting strategic plans
- Managing risks and overcoming implementation barriers
- Interactive session: Designing a balanced scorecard for strategic projects

Day 5:

Innovation, Adaptation, and Strategic Renewal

- Integrating innovation and technology into strategic management
- Adapting strategies in response to market and environmental changes
- Continuous improvement and strategic renewal processes
- Group project: Developing a strategic plan for organizational resilience

## Registration form on the Training Course: Strategic Management Professional

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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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