



*Training Course:  
Creative Strategic Planning and Leadership for  
Organizational Excellence*

*17 - 21 August 2025  
Istanbul (Turkey)  
DoubleTree by Hilton Istanbul Esentepe*

# Training Course: Creative Strategic Planning and Leadership for Organizational Excellence

Training Course code: LS235910 From: 17 - 21 August 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 5500 € Euro

## Introduction

In an era marked by constant transformation, fierce competition, and rapid technological advancement, organizations must go beyond conventional management approaches to stay relevant and resilient. Achieving sustainable success in such an environment requires more than just operational efficiency—it demands visionary thinking, agile leadership, and the ability to manage change proactively.

This comprehensive training program is designed to empower participants with the strategic foresight, creative problem-solving skills, and leadership capabilities necessary to navigate complexity and lead their teams toward excellence. By integrating creative strategic planning, change management principles, and advanced leadership practices, the program offers a holistic approach to organizational development.

Participants will explore how to craft innovative strategies that align with dynamic market trends, lead change initiatives effectively, and cultivate high-performing teams capable of driving growth and innovation. The program combines theoretical insights with practical workshops, real-world case studies, and personal action planning—ensuring that the knowledge gained can be directly applied in participants' professional environments.

Whether you're a senior executive, team leader, entrepreneur, or a strategic planner, this training will help you unlock your full leadership potential and contribute to your organization's long-term success in a meaningful, measurable way.

## Objectives

- **Enhance Understanding:** Provide a comprehensive understanding of strategic planning and its importance in achieving organizational goals.
- **Develop Skills:** Improve participants' ability to use creative strategic planning tools and techniques.
- **Encourage Creativity:** Foster creative thinking in planning and decision-making processes.
- **Leadership Development:** Strengthen participants' creative leadership capabilities and how to apply them in various work environments.
- **Change Management:** Equip participants with skills to lead and manage organizational change effectively and smoothly.
- **Practical Application:** Offer opportunities to apply learned concepts through workshops and hands-on training.

## Target Audience

- **Executive Managers:** Those looking to enhance their strategic planning and creative leadership skills.

- **Team Leaders:** Professionals aiming to improve their leadership capabilities and use creative thinking in problem-solving.
- **Entrepreneurs:** Individuals aspiring to establish and manage successful businesses through innovative strategies.
- **Strategy and Planning Professionals:** Those who want to update their knowledge with the latest strategic planning tools and techniques.
- **Personal Development Enthusiasts:** Individuals seeking to enhance their personal and professional skills in planning, leadership, and change management.

## Training Outlines

### Day 1:

#### Introduction to Creative Strategic Planning

- Definition and importance of strategic planning.
- Differences between traditional and creative strategic planning.
- The role of creativity in strategic planning.
- Case studies and success stories of organizations utilizing creative strategic planning.

### Day 2:

#### Tools and Techniques for Creative Strategic Planning

- Overview of different strategic planning tools.
- Brainstorming techniques and their application.
- Using mind maps for strategic planning.
- Internal and external environmental analysis SWOT Analysis.

### Day 3:

#### Practical Applications in Strategic Planning

- Workshops to apply strategic planning tools and techniques.
- Developing creative strategic plans for specific projects.
- Discussing challenges and how to overcome them.
- Methods for measuring and evaluating results.

Day 4:

Creative Leadership and Change Management

- Definition and importance of creative leadership.
- Differences between traditional and creative leadership.
- Characteristics of a creative leader and how to develop them.
- The role of leadership in achieving strategic goals.
- Leading Change Effectively:
  - Understanding the dynamics of organizational change.
  - The role of leaders in managing resistance and driving transformation.
  - Tools and models for effective change management e.g., Kotter's 8-Step Model, ADKAR.

Day 5:

Practical Applications in Leadership and Team Development

- Workshops to develop creative leadership skills.
- Discussion of real-world leadership and change challenges.
- How to build a creative and high-performing team.
- Strategies for maintaining team engagement during change.
- Personal action plan for developing strategic planning, leadership, and change management skills.

## Registration form on the Training Course: Creative Strategic Planning and Leadership for Organizational Excellence

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Istanbul Esentepe **Training Course Fees:** 5500 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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