



*Training Course:
The Oxford Advanced Management & Leadership
Programme*

*7 - 18 December 2026
Casablanca (Morocco)*

Training Course: The Oxford Advanced Management & Leadership Programme

Training Course code: LS1101 From: 7 - 18 December 2026 Venue: Casablanca (Morocco) - Training Course Fees: 7350
€ Euro

Introduction

This workshop introduces the principles of strategy and develops an effective process for strategy development at all levels in an organization. The workshop also focuses on the critical roles of team leaders and middle managers in harnessing their team's potential and provides techniques for moving the team to peak performance.

Key Highlights of the Course:

- Business analysis
- Strategic team working
- Strategic presentation skills
- Identification and use of team members' talents and preferences
- Structuring the team for peak effectiveness
- Creating and communicating a compelling vision
- Motivating and developing your team
- Managing performance and conflict

The seminar is divided into two modules:

- **MODULE 1:** Strategy & Strategic Planning
- **MODULE 2:** Leading High Performing Teams

Each module is structured and can be taken as a stand-alone course, but delegates will maximize their benefits by taking both Module 1 and 2 back-to-back as a two-week seminar.

Target Audience

- Senior Executives and Directors
- Middle and Senior Managers
- HR and Organizational Development Professionals
- Business Consultants and Strategy Professionals
- Project Managers and Program Directors
- Entrepreneurs and Business Owners
- Aspiring Leaders and High-Potential Employees
- Leadership Coaches and Mentors

Objectives

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

- Define and demystify the concepts of “strategy” and “strategic plans.”
- Break down the strategy process step-by-step, providing a practical toolkit for each key stage.
- Illustrate strategic planning with stimulating case studies.
- Apply strategic planning to their own management responsibility.
- Understand the change and influencing process within the organizational context.
- Gain more confidence in managing their role strategically.
- Establish clear objectives and performance standards for their team, managing conflict and challenges effectively.

5-Day Training Outline

Module 1: Strategy & Strategic Planning

Day 1: Strategic Thinking and Business Analysis

- What is strategy and strategic planning?
- Why are strategy and strategic planning important?
- Conceptual frameworks for strategy
- External analysis: Business attractiveness macroenvironmental factors, growth drivers, competitive forces
- Benchmarking strategic position and competitor analysis
- Analyzing customers: Thinking backward from the customer
- Mini-case on external analysis

Day 2: Internal Analysis and Fusion of Analyses into Strategic Options

- The interface of external and internal analysis
- Financial and non-financial internal analysis
- Balanced scorecard concept and practicalities
- Diagnosing strategic problems and opportunities
- SWOT and strategy matrix
- Case examples of strategic choice
- Mini-case on internal analysis

Day 3: Strategic Plans and the Relevance of Alliances and Joint Ventures

- Review of tools used so far
- Avoiding “paralysis by analysis”
- Creating a strategic plan using the 5-page framework
- Real-life examples of business strategy/plan
- Strategies for alliances and joint ventures
- Best practices in alliances and joint ventures
- Group work on the main case study

Day 4: Global Strategy, Team Building, and Internal Communication

- Essence of globalization in strategy
- Globalization - strategic, organizational, and human dimensions
- Building and managing a strategic planning team
- Communicating strategy through the organization
- Gaining team commitment and buy-in

- Second-phase work on the case study

Day 5: Strategic Implementation and Getting the Value Out of Strategy

- Final-phase work on the case study
- Group presentations of the main case study
- Effective execution of strategy
- Linking strategy with operational objectives
- Practical steps in strategy implementation
- Career strategic planning
- Conclusion: The value of strategic thinking for both corporate and individual growth

Module 2: Leading High Performing Teams

Day 6: Teams and Their Leaders

- Teams, leaders, and managers
- Key leadership tasks
- Influence, authority, and power
- Leadership styles and style flexibility
- Self-awareness and emotional intelligence
- Building rapport with teams

Day 7: Vision, Direction & Alignment

- Creating a shared vision
- Aligning goals, objectives, and aims
- Developing meaningful objectives and performance indicators
- Divergent approaches to problem-solving
- Communicating a compelling vision
- Delivering challenging messages effectively

Day 8: Team Dynamics

- Team development principles
- The sociology of teams
- Characteristics of high-performing teams
- Balancing team roles
- Non-traditional team structures
- Delegation and empowerment strategies

Day 9: Developing the Team

- Building a cohesive, self-managing team
- Coaching, mentoring, and self-directed learning
- Effective feedback and performance appraisal
- Leveraging team strengths for peak performance

Day 10: Performance & Conflict Management

- Defining and measuring performance
- Performance through the eyes of the customer

- Performance management: Science or art?
- Conflict as a catalyst for team development
- Managing challenging interpersonal relations in teams

Registration form on the Training Course: The Oxford Advanced Management & Leadership Programme

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