



*Training Course:
The Strategic Leadership of Senior Executives*

*28 December 2026 - 8 January 2027
Casablanca (Morocco)*

Training Course: The Strategic Leadership of Senior Executives

Training Course code: LS235324 From: 28 December 2026 - 8 January 2027 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

The Executive Leadership Program relies on a highly interactive methodology. It also extensively addresses executive issues, enabling participants to apply strategic thinking, make decisions, and engage in analytical thinking.

The training program aims to equip business leaders with the competencies they need to confront contemporary and accelerating challenges in the global economy. This program stands out for its unique design and methodology, taking leadership to a new level of thinking and influence. Additionally, the program focuses on new forms of comprehensive corporate leadership that add value across all fields.

Objectives

By the end of the Executive Leadership Program, participants will be able to:

- Assess personal leadership capabilities and compare them with globally recognized leaders.
- Influence the culture within their organization by increasing employee engagement and participation.
- Create value by applying essential executive skills across a range of responsibilities.
- Evaluate organizational disruptions and workplace dynamics, and leverage opportunities to maintain a competitive advantage.
- Develop a personal executive agenda that drives outstanding performance at both the personal and organizational levels.

Target Audience

- Chairmen
- Chief Executive Officers CEOs
- Chief Operating Officers COOs
- Vice Presidents
- Chief Financial Officers CFOs

Outline

Day 1: Introduction to Strategic Leadership

- Defining strategic leadership
- Importance in senior executive roles
- Key concepts: vision, mission, values
- Case studies of successful strategic leaders

Day 2: Decision Making Frameworks

- Various decision-making models
- Assessing risks and opportunities
- Real-world examples of strategic decisions
- Lessons learned from decision-making processes

Day 3: Change Management

- Theories and models of change management
- Overcoming resistance to change
- Implementing change initiatives
- Case studies of successful change management strategies

Day 4: Communication Strategies

- Effective communication techniques
- Stakeholder identification and engagement
- Transparency and authenticity in leadership communication
- Role-playing exercises for communication skills

Day 5: Strategic Planning Process

- Steps in strategic planning
- Setting objectives and priorities
- Scenario planning for future challenges
- Action planning for strategic initiatives

Day 6: Ethical Leadership

- Importance of ethics in leadership
- Ethical decision-making frameworks
- Navigating ethical challenges
- Maintaining integrity in leadership roles

Day 7: Leading High-Performing Teams

- Building high-performing teams
- Fostering collaboration and accountability
- Addressing conflicts and enhancing team cohesion
- Team dynamics and their impact on performance

Day 8: Global Leadership

- Challenges and opportunities of leading in a global context
- Managing cultural differences
- Strategies for leading diverse teams
- Best practices for global leadership

Day 9: Implementation and Action Planning

- Reflecting on key learnings from the program
- Developing personal action plans
- Applying strategic leadership concepts in real-world scenarios
- Peer feedback and support for action plans

Day 10: Leadership Simulation

- Participating in a leadership simulation exercise
- Applying strategic leadership principles to solve business challenges
- Feedback and reflection on leadership simulation experience
- Final thoughts and next steps for ongoing development

Registration form on the Training Course: The Strategic Leadership of Senior Executives

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