



*Training Course:
Executive, Coordination, and Supervisory
Management*

*20 April - 1 May 2026
Casablanca (Morocco)*

Training Course: Executive, Coordination, and Supervisory Management

Training Course code: MA1949 From: 20 April - 1 May 2026 Venue: Casablanca (Morocco) - Training Course Fees: 7350
□ Euro

Introduction :

This course is concerned with introducing the tasks assigned to the executive manager, as the executive manager of the company is considered the focal point of administrative, technical, and operational processes. They are responsible for managing and operating projects and branches, in addition to their role in approving operational and strategic plans for the company, supervising their implementation in reality, evaluating performance, and benefiting from feedback on all procedures, operations, and tasks for all work teams and managing coordination between them. This module addresses some of the skills of the executive manager in managing and operating the company or institution.

Objectives:

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

- Effective strategic planning and smart management.
- Developing work in smart management offices.
- Introducing assistive technology in monitoring work within executive management offices.
- Acquiring skills to deal with unexpected problems related to project completion.
- Acquiring skills in organizing and managing human resources in project implementation.
- Understanding the mechanisms of effective project implementation.
- Acquiring project supervision skills.
- Acquiring project evaluation skills.

Target Audience:

- Senior administrative employees.
- Office managers.
- Executive assistants.

- Supervisors of administrative employees.
- Department managers.
- Anyone interested in developing their skills and experiences and sees the need for this course.

Outlines:

Day 1:

- Administrative and supervisory processes and the fundamentals of management from a future perspective.
- The supervisory role.
- Traditional management perspective.
- Contemporary management perspective.
- Administrative processes from a future perspective.
- Skills required for the administrative process.
- The integrated comprehensive manager.
- Modern management.

Day 2:

- Modern strategic management.
- Strategic planning and effective organization for human resource management.
- Stages of building administrative strategy.
- Empowerment approach as a strategic building for individuals.
- Priority management and dealing with work pressures.
- The modern approach to priority management.
- Covey Matrix for setting priorities and time management.
- Methods for facing and managing work pressures.
- Theories of stress.
- Practical case and open discussions.

Day 3:

- Effective administrative communication.
- Fundamentals of communication.
- Organizational communication.
- Communication barriers.
- Communication behavior patterns.
- Factors for achieving optimal interaction with different communication styles.
- Application case.

Day 4:

- Effective meeting management.
- Meeting concept.
- Meeting management concept.
- Importance of meetings.
- Types of meetings.
- Member behavior patterns during meetings.
- Negotiation and persuasion skills.
- Negotiation concept.
- Methods of persuasion and resolution.
- Characteristics and specifications of a professional negotiator.
- Role-playing exercise.

Day 5:

- Modern managerial, innovative, and creative skills in problem solving and decision making.
- Thinking patterns in the human mind.
- Is creative thinking accidental or intentional?
- Creative thinking methods.

- Discussions.
- The nature of development and change.
- Concept, importance, goals, characteristics, and stages of development.
- Scientific approach to introducing change.
- Types of change.

Day 6:

- Organizational behavior.
- Concept and importance of organization.
- Value of organizational behavior.
- The seven barriers of organizational behavior.
- Challenges facing organizational behavior.
- Practical steps of organization.
- Advantages and disadvantages of work division.

Day 7:

- Foreseeing the future.
- SWOT future analysis.
- Types of strategies.
- Reasons for plan failure.
- Peter's five competitive forces.
- Types of organizations and strategic alternatives.
- Futurology.

Day 8:

- SMARTER goal setting.
- Characteristics of planners.
- Pareto's 20/80 rule.

- Typical planning situation.
- Stages of strategic planning.
- Importance of mission, vision, and values.
- Objectives and goals.

Day 9:

- Innovation and creativity.
- Concept of innovation and creativity and their role in performance improvement.
- Challenges facing innovation and creativity in organizations.
- Application of modern and innovative technologies in organizational management.

Day 10:

- Modern trends in organizational management.
- Modern trends in organizational management and their impact on performance.
- Digital change management and technological innovation.
- Customer relationship management strategies and improving customer services.

Registration form on the Training Course: Executive, Coordination, and Supervisory Management

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