Global Horizon
TRAINING CENTER

Training Course:
Creative Strategic Planning and Leadership

17 - 21 August 2026
Amsterdam (Netherlands)

Training Course:
Creative Strategic Planning and Leadership

Training Course code: LS235517 From: 17 - 21 August 2026 Venue: Amsterdam (Netherlands) - Training Course Fees: 5775 Euro

Introduction

This intensive 5-day program, designed by Global Horizon Training Center, is tailored for leaders and professionals seeking to unlock their creative potential while aligning their efforts with strategic business objectives.

The program begins with self-discovery and the development of creative leadership capabilities, then progresses into advanced strategic thinking and planning. It emphasizes the balance between creativity and analytical rigor, enabling participants to lead effectively, drive innovation, and contribute to organizational success.

By the end of the program, participants will gain a clear understanding of how to lead change initiatives and successfully implement strategic plans within their organizations.

Objectives

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

- Apply innovative approaches to enhance individual and team creativity
- Develop and communicate a compelling strategic vision
- Understand key concepts of strategy and strategic planning
- Conduct comprehensive internal and external business analyses
- Formulate effective strategic plans aligned with operational goals
- Execute strategic initiatives with measurable outcomes

Target Audience

This program is designed for:

- Executive Managers and Senior Leaders
- Department Heads and Strategic Decision-Makers
- Team Leaders and Supervisors
- Strategy and Planning Professionals
- Business Development Managers and Consultants
- Entrepreneurs and Business Owners
- High-potential professionals seeking to enhance leadership and strategic thinking skills

Program Outline

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Day 1: Creative Problem-Solving and Overcoming Barriers to Creativity

- Leadership reality assessment
- Leadership vs. management
- Understanding brain function and creativity myths
- Divergent and convergent thinking approaches
- Sigmoid Curve lifecycle model
- Self-awareness and personal goal alignment
- Left- and right-brain thinking

Day 2: Developing and Communicating Vision Creatively

- Six Thinking Hats and diverse thinking styles
- Business planning process and vision development
- Organizational culture and its impact on innovation
- The 7-step creative process
- Communication models for leaders
- Creativity tools, techniques, and strategic application

Day 3: Strategic Thinking and Business Analysis

- Introduction to strategy and strategic planning
- External analysis and market attractiveness
- Benchmarking and competitor analysis
- Internal analysis financial and non-financial
- SWOT analysis and strategy matrix
- Mini case studies on strategic analysis

Day 4: Strategic Planning, Alliances, and Global Strategy

- Review of strategic tools and frameworks
- Developing a structured strategic plan
- Strategic alliances and joint ventures
- Globalization: strategic and organizational perspectives
- Building strategic planning teams and internal communication

Day 5: Strategic Execution and Practical Application

- Group work on a comprehensive case study
- Presentation of strategic solutions
- Linking strategy to operational execution
- Strategic planning for personal career development
- Building future-ready organizations
- Final reflection on strategic thinking and leadership impact

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Registration form on the Training Course: Creative Strategic Planning and Leadership

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

☐ Please invoice my company

Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.

Fax your completed registration form to: +20233379764

E-mail to us : info@gh4t.com or training@gh4t.com

Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.