



*Training Course:
The Strategic Leadership of Senior Executives*

*10 - 14 August 2026
Casablanca (Morocco)*

Training Course: The Strategic Leadership of Senior Executives

Training Course code: LS235182 From: 10 - 14 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ 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

Training Program Outline

Day 1:

- The Executive from an Internal Perspective
- Comparing Global and Local Leadership
- Successful Executive Competencies
- Behavioral Competencies
- Functional Competencies
- Ethics in Leadership
- Ethical Interpretation
- Practicing Ethics
- Building an Ethical Framework
- Leadership Mindset and Self-Awareness
- Executive Leadership Levels
- Discussion on Level 5 Leadership - Jim Collins
- Discussion on Leadership Styles

Day 2:

- The Executive from an External Perspective
- Senior Management Perspective
- Engaging the Enterprise
- Influencing Culture
- Building Structure
- Employee Engagement
- Building Partnerships and Alliances
- The Importance of Collaboration in the Market

- Market Interaction
- Dealing with New Market Realities
- Understanding the New Consumer
- Managing Competition - How well do you know it?

Day 3:

- Strategic Formulation
- Crafting Vision and Mission
- Consensus on Shared Values
- Achieving Strategic Goals
- Identifying Key Success Factors CSFs
- Formulating and Using Key Performance Indicators KPIs
- Designing and Using Balanced Scorecards BSC

Day 4:

- Strategic Self-Leadership
- What Is Strategic Leadership and the Characteristics of a Strategic Leader
- Sources of Strength and Influence of a Strategic Leader
- Impact Ceiling Law and the Impact of Effective Leadership on Strategy Success
- The Modern Model of an Effective Strategic Leader
- Tools for a Leader in Dealing with Team Performance Issues
- Situational Leadership for Organizational Strategic Excellence

Day 5:

- Tools for the Strategic Leader
- Tools and Steps for Benchmarking
- Tools for Sharing, Communicating, and Reporting Strategy to Key Stakeholders
- Foundations of Proper Selection of Individuals Responsible for Strategy Execution



- Delegation and Empowerment for Strategy Execution
- Why Delegation Sometimes Fails
- Practical Steps for Effective Delegation for Excellence

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

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