



*Training Course:
Strategic Planning, Goal Setting, and Policy
Formulation*

*6 - 10 July 2026
Casablanca (Morocco)*

Training Course: Strategic Planning, Goal Setting, and Policy Formulation

Training Course code: LS235460 From: 6 - 10 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Many business organizations complain about stumbling in their steps and programs towards expansion and growth, achieving satisfactory performance rates, and even some exiting the business environment, fearing change, outdated activities, and outputs, among other manifestations of failure. These are, in fact, natural outcomes of what is known as strategic void.

Formulating strategy, setting objectives, and devising policies provide many alternatives for recognizing or solving the aforementioned dysfunctions. Additionally, they offer keys to capitalizing on future directives and decisions, ensuring satisfactory performance levels for business organizations.

Objectives:

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

- Identify future challenges and ways to address them.
- Equip themselves with concepts, objectives, and skills for future foresight.
- Understand strategy in terms of scientific principles and the essential skills of management in building strategic thinking.
- Present the core practices of strategic management as demonstrated by the intertwined results of practical experiences and scientific background.
- Focus on creating a practical approach for the strategic leader that can be used and applied to achieve short and long-term business goals and policies.

Target Audience:

- Administrative and executive positions holders
- Department heads
- Leaders and officials
- Managers

- Individuals aspiring to develop their work systems and procedures in their administrative units
- Anyone wishing to enhance their skills and expertise and sees the need for this course

Outlines:

Day 1:

- **New Transformations and Their Impact on the Administrative Environment**
 - Challenges facing contemporary organizations.
 - The importance of addressing future challenges.
 - The reality of administrative practices in the Arab environment.
- **The Management Process and Manager Skills**
 - Overview of manager skills.
 - Technical and administrative skills.
 - Human relations skills.
- **Management Functions from a Strategic Perspective**
 - Planning skills.
 - Organizational skills and organizational loyalty.
 - Control skills and decision-making.
 - Management by Exception.
 - Surveying the administrative process and organizational structure.

Day 2:

- **Managing Others and Achieving Goals**
 - Selecting individuals for departmental work.
 - Evaluating and training individuals.
 - Understanding individual behaviors.
 - How to form work teams.

- Problem-solving team.
- Goals-oriented Leadership.
- Self-assessment locus of control.
- Self-assessment: Are you ready for the future?
- **Communication Skills and Achieving Goals**
 - The communication model and its types.
 - Elements of communication.
 - Effective communication skills.
 - Communication barriers.
 - Effective communication and achieving short and long-term goals.
 - Practical cases and applications.

Day 3:

- **Human Relations and Optimal Performance**
 - Human behavior and human needs A. Maslow.
 - Behavior characteristics survey.
 - Basic principles governing behavior.
 - Practical cases in motivation and delegation Theory Z, Theory W.
 - Human behavior and transactional relations Theories X and Y.
 - Surveying human motivations.
- **Developing Creative and Innovative Skills**
 - Methods of developing creative thinking.
 - The role of the leader in fostering subordinates' innovation and renewal abilities.
 - How a leader can enhance their innovation and renewal capabilities.
 - Administrative report preparation lab practical cases from real-life scenarios.
 - General lab for developing managerial and organizational skills for supervisory leadership.

Day 4:

- **Strategic Thinking: Basic Introductions**
 - Strategic thinking modern trends.
 - The degree of formality in strategic management.
 - What is strategic management?
 - Is strategic management a science or an art?
 - Objectives of strategic management.
 - Steps of strategic management design phase, implementation phase, evaluation phase.
 - Levels of strategic management.
 - Applying strategic management in real-life scenarios.
- **The Strategic Manager and Strategic Challenges**
 - Are you a strategic manager?
 - Who are the strategic managers?
 - Essential skills for the strategic manager.
 - Roles of top management in building strategic thinking.
 - The strategic leader and top management values.
 - Characteristics of strategic decisions.
 - Strategic challenges.
 - Designing strategic performance for organizations.
 - Practical cases.

Day 5:

- **Organization Mission**
 - Factors influencing the mission.
 - Difference between mission and vision.
 - Characteristics of a good mission.
 - Preparing the organization's mission.

- Benefits of having a mission.
- Main components of the organization's mission.
- Practical examples of organization missions.
- **General Organization Goals and Requirements for Achievement**
 - Do you know where you are going?
 - Disadvantages of not setting goals.
 - Benefits of goal setting.
 - Four parts of goal setting.
 - Three types of goals.
 - How to set your goals and the organization's goals.
 - General organization goals.
 - Main requirements for achieving general goals.
 - Main entities responsible for achieving goals.
 - Benefits of goal setting in the workplace.
 - Organization's work constitution.
 - Strategic application of Six Sigma.
 - Practical lab in formulating strategy, setting objectives, and devising policies and follow-up.

Registration form on the Training Course: Strategic Planning, Goal Setting, and Policy Formulation

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