



*Training Course:
The Manager as a Strategic Leader*

*24 - 28 August 2026
Casablanca (Morocco)*

Training Course: The Manager as a Strategic Leader

Training Course code: LS1015 From: 24 - 28 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's dynamic business environment, implementing strategic improvements is essential for maintaining competitiveness. However, organizations often rely on competent professionals with little or no formal strategic leadership training to drive these changes. This program is designed to address the critical need for leaders who think and act strategically to lead organizational transformations successfully.

As work becomes more complex and sophisticated, strategic leadership is essential to ensure that improvements are implemented effectively. The role of the strategic leader involves guiding teams through strategic activities, creating productive work environments, and leading efforts to meet organizational goals. This seminar offers a comprehensive focus on developing strategic leadership skills necessary for guiding teams and organizations through change and improvement.

Objectives

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

- Understand the role of strategic leadership in implementing organizational changes.
- Develop skills as a strategic team leader and lead strategic change initiatives.
- Create a strategic change environment, focusing on planning, relationships, and communication.
- Understand stakeholder management and the role of stakeholders in strategic leadership.
- Utilize individual and team strengths to achieve strategic objectives.
- Enhance communication and interpersonal skills for effective implementation of strategic change.
- Apply techniques to manage and adapt to strategic organizational changes.
- Conduct strategic stakeholder assessments and manage them effectively.
- Handle human reactions to strategic changes and mitigate resistance.

Target Audience

- **Senior Executives and Directors**
Leaders responsible for setting and executing the strategic direction of their organizations.
- **Middle and Senior Managers**
Managers tasked with leading teams through strategic initiatives and improving organizational performance.
- **HR and Organizational Development Professionals**
HR leaders focused on developing strategic leadership within the organization.
- **Project and Program Managers**
Leaders managing projects and teams that are critical to organizational success and strategic change.
- **Entrepreneurs and Business Owners**
Entrepreneurs looking to develop strategic leadership skills and drive organizational improvements.

- **Aspiring Leaders and High-Potential Employees**
Emerging leaders preparing for senior management roles and wanting to develop strategic leadership competencies.

5-Day Training Outline

Day 1: Strategic Leadership Skills in a Changing Business Culture

- Introduction to strategic leadership: Key skills and competencies
- Challenges leaders face during organizational change
- The conditions that require strategic leadership in dynamic environments
- Understanding the role of strategic management in leadership
- How leadership skills evolve with organizational changes
- Case study: Examining real-world examples of strategic leadership

Day 2: Strategic Leadership in Organizational Excellence

- The role of organization type and structure in strategic leadership
- Developing a culture of strategic organizational excellence
- Techniques for strategically managing stakeholders and building relationships
- Setting and aligning strategic priorities across leadership teams
- Building leadership collaboration to implement strategic goals
- Group exercise: Strategic priority setting and stakeholder management

Day 3: The Importance of Communication in Strategic Leadership

- The importance of strategic communication for leaders
- Developing effective two-way interpersonal communication skills
- Understanding communication preferences and adapting your style
- Strategic listening techniques to improve team engagement
- Empowerment through communication: Encouraging collaboration and innovation
- Role-play: Practice communicating empowerment and strategy to teams

Day 4: Strategic Leaders Demonstrate Flexibility in Interpersonal Relationships

- The characteristics of successful interpersonal interactions in leadership
- Identifying personal interaction styles and adapting to others' styles
- Strengths and challenges in strategic interpersonal relationships
- How strategic leaders can work effectively with diverse teams and interaction styles
- The importance of flexibility in managing strategic teams
- Workshop: Enhancing flexibility in communication and leadership

Day 5: Strategic Leadership, Innovation, and Human Change

- Leading innovation: The strategic benefits of fostering creativity and improvement
- Managing strategic personal change in teams
- Identifying and overcoming obstacles in strategic change processes
- Avoiding common mistakes in leading organizational change
- Preparing teams and individuals for strategic change initiatives
- Action planning: Creating a roadmap for implementing strategic leadership in your team

Registration form on the Training Course: The Manager as a Strategic Leader

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