



*Training Course:  
Certificate in Business Strategies and Leadership  
Practice*

*24 - 28 August 2026  
Vienna (Austria)*

## Training Course: Certificate in Business Strategies and Leadership Practice

Training Course code: LS236307 From: 24 - 28 August 2026 Venue: Vienna (Austria) - Training Course Fees: 6050 € Euro

### Introduction

In today's rapidly evolving business environment, organizations need leaders who can think strategically, adapt to challenges, and drive sustainable growth. Leadership is no longer limited to managing teams; it involves creating vision, setting direction, and making strategic decisions that shape the organization's future. This program is designed to provide participants with the knowledge, tools, and practical frameworks to link strategy with leadership practice. Through interactive sessions, real-world case studies, and group exercises, participants will strengthen their ability to design and execute effective strategies while enhancing their leadership capabilities.

### Objectives

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

- Understand the principles of business strategy formulation and execution.
- Apply leadership practices that align with organizational strategy.
- Analyze market environments and competitive dynamics to inform decision-making.
- Drive innovation, change management, and organizational growth through effective leadership.
- Develop practical action plans to apply strategic leadership in their workplace.

### Target Audience

- Mid- to senior-level managers seeking to strengthen leadership and strategy integration.
- Business unit leaders, department heads, and team supervisors.
- Professionals transitioning into leadership roles.
- Decision-makers responsible for driving organizational performance and transformation.

### Outlines

#### Day 1 : Foundations of Strategic Leadership

- Understanding the intersection of strategy and leadership.
- Key concepts: vision, mission, values, and strategic alignment.
- The role of leaders in shaping organizational strategy.
- Case discussion: successful strategic leadership examples.

#### Day 2 : Business Environment & Strategic Analysis

- Tools for strategic analysis SWOT, PESTEL, Porter's Five Forces.
- Identifying opportunities and challenges in dynamic markets.
- Linking business environment analysis to leadership decisions.
- Workshop: conducting a mini-strategic analysis for a chosen industry.

#### Day 3 : Strategy Formulation & Leadership Practices

- Developing competitive strategies for sustainable growth.
- Innovation and digital transformation in strategy.
- Leadership competencies for strategic execution.
- Group exercise: formulating a strategy and leadership plan for a case company.

#### Day 4 : Leading Change & Driving Performance

- Change leadership frameworks and overcoming resistance.
- Building high-performing teams aligned with strategic goals.
- Leadership communication for influence and impact.
- Role-play activity: leading a change initiative in a challenging environment.

#### Day 5 : Strategy Implementation & Personal Leadership Action Plan

- Translating strategy into actionable initiatives.
- Monitoring, evaluation, and performance measurement.
- Leadership ethics, responsibility, and decision-making under uncertainty.



- Final project: presenting a strategic leadership action plan.
- Wrap-up, feedback, and certificate awarding.

## Registration form on the Training Course: Certificate in Business Strategies and Leadership Practice

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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): .....  
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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

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

- Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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