



*Training Course:  
The Strategic Leader: Planning, Negotiation &  
Conflict Management*

*24 - 28 August 2026  
Amsterdam (Netherlands)*

## Training Course: The Strategic Leader: Planning, Negotiation & Conflict Management

Training Course code: LS236562 From: 24 - 28 August 2026 Venue: Amsterdam (Netherlands) - Training Course Fees: 5775 € Euro

### Introduction

This seminar brings together the key strategic leadership skills of strategic planning, negotiation, and conflict management required to succeed in today's complex and challenging business environment.

'Strategy' is often referred to as "the art of war" – complex, yet, when understood, very simple. Those with a successful strategy are in control of upcoming events. The implementation of strategies often requires the ability to exert influence and negotiate effectively. Negotiation is not litigation, nor is it war. It's not about achieving total victory, as this often leads to short-lived success. Negotiation and conflict management are key strategic leadership skills, and probably the most commonly used in business today.

This seminar will enable you to:

- Challenge your preconceptions about strategic planning, negotiation, and conflict management.
- Understand the content of strategy – unraveled, demystified, and translated into everyday language.
- Learn how to implement the strategic planning process and derive real value from it.
- Learn how to analyze the often-misunderstood concept of win-win negotiation.
- Gain essential tools and practical skills for planning and managing the negotiation and conflict process to develop the ability to negotiate value-creating solutions.

### Objectives

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

- Learn the key stages in the entire strategic planning process, providing a takeaway toolkit for each key stage.
- Apply management issues, option generation, opportunity cost, choice, and implementation phases of strategy.
- Understand the process of change, planning, organizational strategy, and change management.
- Identify the sources of conflict in the professional environment.
- Gain awareness of your own style in approaching conflict and negotiation.
- Learn how to achieve true win-win results and expand your range of negotiating skills.
- Use a three-step planning guide to analyze and prepare for a negotiation.

### Target Audience

- Senior Executives and Directors
- Middle and Senior Managers
- HR and Organizational Development Professionals

- Business Consultants and Strategy Professionals
- Project Managers and Program Directors
- Aspiring Leaders and High-Potential Employees

## Course Outline

### Day 1 - Strategic Thinking and Strategic Planning Foundations

- Understanding strategy and strategic leadership
- The strategic planning process and its organizational value
- Strategic thinking versus operational thinking
- External environmental analysis PESTLE, industry trends, competitive forces
- Customer and stakeholder analysis
- Benchmarking and strategic positioning
- Practical exercise: Strategic analysis case study

### Day 2 - Strategy Development, Performance, and Change Management

- Internal organizational analysis
- SWOT analysis and strategic option development
- Balanced Scorecard and strategic performance management
- Strategy formulation and prioritization
- Strategic implementation framework
- Introduction to organizational change management
- Managing resistance to change
- Workshop: Developing a strategic action plan

### Day 3 - Strategic Leadership, Negotiation Fundamentals, and Conflict Management

- Leadership in strategy execution
- Building commitment and communicating strategy
- Introduction to negotiation principles
- Sources and types of organizational conflict

- Conflict escalation and prevention techniques
- Negotiation styles and self-assessment
- Understanding Win-Win negotiation
- Practical exercises on conflict management

#### Day 4 - Advanced Negotiation Strategies and Mediation Skills

- Negotiation planning and preparation
- BATNA, reservation point, and target outcomes
- Distributive vs. integrative negotiation
- Negotiation tactics and concession planning
- Managing difficult negotiators
- Communication, questioning, and active listening
- Mediation techniques and dispute resolution
- Role-play negotiation simulations

#### Day 5 - International Negotiation, Strategic Execution, and Action Planning

- Cross-cultural and international negotiation
- Building strategic partnerships and alliances
- Linking strategy with operational objectives
- Effective execution and performance monitoring
- Developing organizational implementation roadmaps
- Integrated case study: Strategy, negotiation, and conflict management
- Group presentations and feedback
- Personal leadership action plan
- Program review and key takeaways

## Registration form on the Training Course: The Strategic Leader: Planning, Negotiation & Conflict Management

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

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