



*Training Course:
Advanced Strategic Management*

*26 - 30 July 2027
Casablanca (Morocco)*

Training Course: Advanced Strategic Management

Training Course code: LS1042 From: 26 - 30 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

For managers and leaders stepping into significant leadership roles, the challenge is not only to develop and execute strategies in a dynamic global environment but also to build effective teams, manage internal and external resources, and maintain valuable relationships. As the leader, it is essential to enhance personal impact and influence to meet these challenges. A system-wide perspective of your business and the world in which it operates will help you become an effective operational and visionary leader.

The **Advanced Strategic Management** program is designed to equip you with the skills needed to boost business performance today and to ensure that your organization remains competitive and sustainable in the future.

Objectives

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

- **Strategic:** Maintain a dual focus on both strategic and operational goals while adapting to the continuous changes in the market.
- **Organization:** Align the organization to fit new strategies and foster a culture that supports them.
- **Leadership:** Increase leadership effectiveness and impact as a visionary leader over time.
- **Leading Teams:** Strengthen the ability to build collaboration, gain approval for strategies, and ensure team cooperation.

How: This program integrates case studies, videos, simulations, workshops, individual project work, group sessions, guest speakers, and faculty coaching, making it highly interactive and practical. The first two weeks will focus on strategic thinking and organizational management, while the third week will tackle the challenges of execution.

Target Audience

- **Senior Executives and Directors**
Leaders responsible for setting strategic direction and managing change within their organizations.
- **Middle and Senior Managers**
Managers who are stepping into higher leadership roles and need to refine their strategic thinking and execution capabilities.
- **Project and Program Managers**
Professionals overseeing complex projects and teams who want to develop their strategic management skills.
- **Entrepreneurs and Business Owners**
Business owners looking to align their organizational strategy and culture to improve business performance.

- **Aspiring Leaders and High-Potential Employees**
Emerging leaders preparing for senior leadership positions, aiming to develop strategic management capabilities.

5-Day Training Outline

Day 1: Strategic Management

- Introduction to Strategic Management and its evolving role in business
- Key functions and capabilities of a strategic manager
- The strategy hierarchy and its impact on organizational alignment
- Global challenges and changes shaping strategic thinking
- Case studies on successful and failed strategies
- Understanding the benefits of strategic management

Day 2: The Strategic Process

- Understanding the strategic process vs. strategic planning
- Choosing the right strategies for your organization
- Conducting environmental scans to inform strategic decisions
- MBC Market-Based Competition vs. SBC Resource-Based Competition strategies
- Avoiding common strategic failures
- The concept of Blue Ocean vs. Red Ocean strategies
- Building value into the value chain and applying these lessons to your organization

Day 3: Strategic Management Skills

- Developing a strategic mindset and thinking like a strategic manager
- Leadership capabilities for strategic management
- Self-analysis to identify personal strategic management skills
- Building strategic skills and leading teams through the strategic process
- Analyzing examples of successful strategic leaders
- The ability to communicate and lead change through strategic initiatives

Day 4: Managing Culture & Changes

- Understanding the significance of corporate culture in strategy execution
- The leader's role in establishing and maintaining the corporate culture
- Merger and Acquisition strategies and how to avoid common failures
- The dynamics of changing culture to support new strategies
- Case study exercise: Team dynamics and cultural integration
- The ten elements to building and sustaining a strong organizational culture
- Addressing challenges in multicultural corporations
- Video case studies to highlight real-world applications

Day 5: The Strategic Plan

- Preparing and implementing a strategic plan
- Monitoring and evaluating corporate strategies
- The dynamics of strategic execution and how to overcome barriers

- Building a leadership legacy through strategic management
- Review exercise: Applying the principles learned to your organization

Registration form on the Training Course: Advanced Strategic Management

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