



*Training Course:
Strategic Planning, Development &
Implementation*

*26 - 30 July 2027
Casablanca (Morocco)*

Training Course: Strategic Planning, Development & Implementation

Training Course code: LS1007 From: 26 - 30 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 €

Introduction

In today's dynamic business world, strategic management and visionary leadership are what distinguish top-performing organizations from the rest. To survive and thrive, organizations must evolve from merely managing daily operations to engaging in strategic leadership. A clear, motivating vision and the ability to implement it through effective leadership are paramount.

This program focuses on the importance of strategic leadership in shaping the future of organizations. From defining a strategic vision to implementing it effectively, this course teaches leaders how to navigate the complexities of strategic planning and foster transformational leadership to drive sustainable success. It covers the essential skills and behaviors needed for long-term strategic thinking and effective execution.

Objectives

By the end of this intensive five-day program, participants will be able to:

- Develop the three key strategic agendas for leadership: intellectual, managerial, and behavioral.
- Enhance their strategic thinking abilities and envision powerful strategic futures.
- Foster effective strategic thinking at all levels of the organization.
- Balance operational excellence with breakthrough strategic performance.
- Identify critical strategic issues and opportunities to prioritize for maximum value creation.
- Lead and motivate teams through diverse, turbulent, and complex environments.

Target Audience

- **Senior Executives and Directors**
Leaders who are responsible for guiding their organization's strategic direction and driving long-term growth.
- **Middle and Senior Managers**
Managers involved in executing strategic initiatives and improving organizational performance.
- **Project and Program Managers**
Professionals managing complex projects requiring alignment with organizational strategy.
- **HR and Organizational Development Professionals**
HR leaders tasked with developing leadership capabilities aligned with organizational strategies.
- **Entrepreneurs and Business Owners**
Entrepreneurs looking to refine their strategic vision and enhance their leadership effectiveness.
- **Aspiring Leaders and High-Potential Employees**
Emerging leaders seeking to develop the skills necessary for effective strategic leadership.

5-Day Training Outline

Day 1: Understanding The Strategic Environment

- Strategic Leadership Agenda: Intellectual, managerial, and behavioral aspects of strategic leadership
- Recognizing Forces in the Strategic Environment: Identifying and interpreting key drivers of change
- Strategic Inflection Points and Scenarios: Understanding pivotal moments that demand strategic shifts
- Prioritizing Strategic Issues: Assessing and determining which issues will create the most value
- Formulating Strategic Vision: Crafting a compelling vision and expressing strategic intent clearly
- Developing a Strategic Roadmap: Creating a clear and actionable plan to guide the organization forward

Day 2: Understanding Strategic Models and Paradigms

- The Strategic Journey: Common models and frameworks for strategic thinking Ansoff, Porter, Mintzberg, etc.
- Identifying Strategic Horizons: Using the 7S framework to align strategy with organizational structure and culture
- Strategic Agility: Developing and recognizing strategic agility as a core capability
- Leveraging Strategic Competencies: Identifying and using organizational strengths to gain competitive advantage

Day 3: Effective Strategic Implementation

- Strategic Implementation Tools and Frameworks: Best practices for translating strategy into action
- Structures and Systems for Strategic Agility: Creating systems that support flexible and responsive strategic execution
- Monitoring and Adjustment: Techniques for tracking progress and making necessary adjustments
- Measurement, Analysis, and Knowledge Management: Tools for measuring success, analyzing performance, and capturing organizational knowledge

Day 4: Strategic Leadership

- Preparing for the Future: The evolving role of strategic leaders in guiding the organization toward future success
- Effective Leadership Styles for Strategy: Understanding and applying the leadership styles that best support strategic execution
- Recognizing and Developing Strategic Leadership Styles: Self-assessment and development of personal strategic leadership competencies
- Inspiration and Motivation: Techniques for inspiring and motivating teams to execute strategic initiatives
- Communicating the Roadmap: How to effectively communicate strategy to gain support and ensure alignment across the organization

Day 5: Driving Strategic Performance & Success

- Transforming the Organization: Leading the organization through the transformation necessary to achieve strategic goals
- Balancing Performance and Strategy: Maintaining a focus on both operational performance and long-term strategic objectives
- Spreading Leadership Capabilities: Developing leadership skills throughout the organization to support strategy

- Maximizing Organizational Learning: Facilitating knowledge transfer and continuous learning to embed strategic success
- Review and Action Planning: Developing a personalized action plan to apply the learnings from the course

Registration form on the Training Course: Strategic Planning, Development & Implementation

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

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