Global Horizon
TRAINING CENTER

Training Course:
Creative Strategic Planning and Leadership

10 - 21 January 2027
Doha (Qatar)

Training Course:
Creative Strategic Planning and Leadership

Training Course code: LS1137 From: 10 - 21 January 2027 Venue: Doha (Qatar) - Training Course Fees: 7350 Euro

Introduction

Effective leadership and strategic planning are essential for success in a rapidly changing and competitive business environment. Leaders must not only manage resources and operations effectively but also harness creativity and strategic thinking to drive innovation, align teams, and achieve long-term organizational goals. This seminar is designed to help leaders and professionals maximize their creative potential while developing practical, strategic skills to lead effectively in their organizations.

The first week of this two-week seminar focuses on creative thinking and leadership, emphasizing innovative methods for leading teams and organizations. The second week delves into the foundations of strategic planning, teaching participants how to create and implement strategies that drive growth, transformation, and sustainable success. By the end of the program, participants will have a solid understanding of how to balance creative and analytical thinking in developing and executing effective strategies.

Course Objectives

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

- Demonstrate innovative methods for fostering creativity within their teams.
- Develop and communicate a compelling leadership vision.
- Understand and implement strategic planning concepts and frameworks.
- Apply creative thinking and strategic analysis to drive organizational success.
- Align individual, team, and organizational goals with the overall strategic vision.
- Cultivate a culture of continuous improvement and innovation.
- Apply leadership skills to manage organizational change and transformation.
- Build and sustain high-performance teams focused on achieving strategic objectives.
- Develop actionable strategies that deliver long-term value for the organization.

Target Audience

- Senior Executives and Directors
- Managers and Team Leaders
- HR and Organizational Development Professionals
- Project Managers and Program Directors
- Entrepreneurs and Business Owners
- Professionals Preparing for Leadership Roles
- Leaders Looking to Improve Strategic Thinking and Creative Problem-Solving

10-Day Training Outline

Module I: Leading Creatively

Day 1: Creative Problem-Solving and Leadership

- Understanding the relationship between leadership and creativity
- Overcoming barriers to creative thinking
- Exploring leadership styles and behaviors
- Identifying and challenging limiting thoughts and behaviors
- Turning ideas into actionable plans

Day 2: Overcoming Personal Blockers to Creativity

- The Sigmoid Curve and continuous improvement
- Breakthrough change and personal goal alignment
- Exploring self-awareness and innovation preferences
- Understanding risk-taking and creative thinking
- Left-brain vs. right-brain thinking

Day 3: Developing and Communicating a Vision Creatively

- Six Thinking Hats model for creative problem-solving
- Johari's Window and team communication
- Creating and sharing an inspiring vision
- Organizational culture's impact on innovation
- Working with diverse creative preferences

Day 4: Communicating the Vision Creatively

- The 7-step creative process
- Viral visioning and authentic communication
- Leadership through influence, not direction
- Models of communication in leadership
- Leading without control: empowering others

Day 5: From Ideas to Action: Creativity and Change

- Motivating teams through the Hierarchy of Needs
- Overcoming organizational barriers to creativity
- Creating a supportive and innovative environment
- Engaging stakeholders and building consensus
- Leading through change with creative problem-solving

Module II: Strategy & Strategic Planning

Day 6: Strategic Thinking and Business Analysis

- What is strategy, and why is it important?
- Key strategic planning frameworks and tools
- Analyzing the macro-environment STEEPLE analysis
- Competitive forces and market dynamics
- Benchmarking and competitor analysis
- Thinking backward from the customer's perspective

Day 7: Internal Analysis and Strategic Options

- Conducting internal analysis: financial and non-financial
- The Balanced Scorecard and its practical applications
- SWOT analysis and strategic choices
- Diagnosing strategic problems and opportunities
- Practical examples of strategic decision-making

Day 8: Developing Strategic Plans and Partnerships

- Essential components of a strategic plan
- Building a 5-page strategy framework
- Understanding alliances and joint ventures
- Best practices in creating strategic partnerships
- Group work: Developing strategic plans for your organization

Day 9: Global Strategy and Managing Internal Communication

- Globalization and its strategic implications
- Building and managing a strategic planning team
- Communicating strategy throughout the organization
- Gaining commitment and buy-in from teams
- Managing internal communication during strategic transitions

Day 10: Strategic Execution and Implementation

- Linking strategy with operational objectives
- Converting strategic analysis into actionable plans
- Key steps in successful strategy execution
- Planning for long-term organizational growth
- Strategic planning for your career and personal development
- Final presentations: Group case study and strategy implementation

Registration form on the Training Course: Creative Strategic Planning and Leadership

Training Course code: LS1137 From: 10 - 21 January 2027 Venue: Doha (Qatar) - Training Course Fees: 7350 Euro

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

Delegate Information

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

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

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

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

☐ Please invoice my company

Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.