



*Training Course:
Leadership Strategic Skills, Planning and Crisis
Management*

*15 - 19 February 2027
Casablanca (Morocco)*

Training Course: Leadership Strategic Skills, Planning and Crisis Management

Training Course code: LS12335 From: 15 - 19 February 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ Euro

Introduction

In today's rapidly changing business environment, organizations are continuously challenged by globalization, economic uncertainty, technological advancement, operational disruptions, and financial crises. Organizations that fail to adapt strategically to these changes risk losing competitiveness, stability, and long-term sustainability.

The Leadership Strategic Skills, Planning and Crisis Management program is designed to equip leaders and managers with the strategic thinking, planning, leadership, and crisis management skills needed to lead organizations successfully during periods of uncertainty and transformation. The program focuses on change management, stakeholder engagement, strategic analysis, organizational readiness, communication, and leadership effectiveness.

Participants will gain practical tools and modern frameworks to manage change initiatives, respond effectively to crises, improve organizational resilience, and lead teams confidently through challenging environments.

Course Objectives

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

- Understand the strategic drivers and business need for change.
- Apply strategic planning and analytical tools effectively.
- Prepare organizations and teams for change and crisis situations.
- Understand employee reactions to change and manage resistance professionally.
- Lead organizational transformation and crisis management initiatives.
- Improve stakeholder engagement and communication strategies.
- Apply leadership techniques to manage uncertainty and organizational disruption.
- Build organizational resilience and adaptability.
- Develop practical action plans for managing change and crises successfully.

Target Audience

- Senior Executives and Directors
- Strategic Planning Managers
- Operations and Department Managers
- Project and Program Managers
- Risk and Crisis Management Professionals
- HR and Organizational Development Professionals
- Team Leaders and Supervisors
- Professionals Responsible for Leading Organizational Change

5-Day Training Outline

Day 1: Foundations of Strategic Change

- Introduction to organizational change and strategic leadership
- Business strategy and strategic drift
- Drivers of organizational change
- STEEPLE analysis and environmental scanning
- Competitive advantage and market positioning
- Industry change and business transformation
- Understanding organizational challenges and opportunities

Day 2: Preparing Organizations for Change

- Common causes of failure in change initiatives
- Organizational readiness and change preparation
- Burke-Litwin change model
- Balanced Scorecard framework
- Organizational Fitness Model
- Force Field Analysis
- Porter's Five Forces and McKinsey 7S Framework
- Timing and planning for organizational change

Day 3: Managing People and Stakeholders During Change

- Understanding reactions to change
- Managing resistance and emotional responses
- Motivation theories and behavioral drivers
- Stakeholder mapping and engagement
- Stakeholder value and relationship management
- RACI analysis and accountability structures
- Customer satisfaction and organizational impact

Day 4: Leadership and Crisis Management

- Leadership roles during crises and organizational transformation
- Essential qualities of effective change leaders
- Kotter's leadership model and change frameworks
- Communicating change effectively
- Delegation, empowerment, and trust-building
- Managing teams during uncertainty and disruption
- Crisis communication and decision-making strategies
- Building organizational resilience

Day 5: Organizational Culture and Sustainable Change

- Corporate culture and cultural transformation
- National culture and global leadership perspectives
- Building learning organizations

- Systems thinking and organizational improvement
- Continuous improvement and adaptive leadership
- Action planning and implementation strategies
- Coaching, collaboration, and leadership development
- Final review, evaluation, and program conclusion

Registration form on the Training Course: Leadership Strategic Skills, Planning and Crisis Management

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