



Training Course:
Strategic Leadership, Setting the Future Vision,
Preparing Administrative Plans, and Achieving
them
19 - 23 July 2027
Casablanca (Morocco)

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Training Course code: LS235245 From: 19 - 23 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's rapidly changing global landscape, strategic leadership and administrative innovation are essential for organizations to maintain competitiveness and adapt to emerging challenges. This program, presented by [Global Horizon Training Center](#), equips senior leaders with the skills and knowledge necessary to develop forward-thinking strategies, manage change effectively, and execute high-impact plans that align with organizational goals.

The course emphasizes the importance of strategic foresight, creativity in planning, and leadership that fosters organizational agility. Participants will explore practical frameworks for setting future visions, managing comprehensive changes, and building organizations that thrive in dynamic environments.

Objectives

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

- Build positive thinking as a foundation for administrative innovation
- Develop and implement strategic plans, programs, and performance evaluations
- Apply effective planning and remote monitoring techniques
- Incorporate creativity and strategic foresight into planning and decision-making
- Establish dynamic organizations with a focus on creative coordination and quality of work life QWL
- Manage continuous development and adapt to evolving challenges
- Understand strategic leadership principles and core skills for senior management
- Anticipate future challenges and develop actionable plans to address them

Target Audience

This workshop is designed for:

- Leaders responsible for planning and executing organizational strategies
- Department Heads, Deputies, and Administrative Managers
- Executives and advisors involved in leadership and strategic decision-making
- Directors and Division Heads
- Administrative staff and professionals in various roles who aspire to develop leadership capabilities
- Ambitious employees seeking career advancement through leadership development

Program Outline

Day 1: Introduction to Creativity and Administrative Innovation

- Creative Thinking Foundations
 - The importance of creativity in leadership
 - Overcoming obstacles to creative thinking
 - Innovative strategies in administration
- Principles of Administrative Creativity
 - SCAMPER method and modern approaches to creativity
 - Total Quality Management TQM, Quality Circles, and Employee Empowerment
- Strategic Management Concepts
 - Benchmarking, Balanced Scorecard BSC, Six Sigma

Day 2: Creative Planning, Monitoring, and Organizational Design

- Planning and Monitoring Techniques
 - Definition and benefits of effective planning
 - Distinguishing between tactics and strategy
 - SWOT and PESTEL analyses
- Organizational Design
 - Understanding organizational structures and design elements
 - Authority, responsibility, and delegation in organizations
 - Coordination: Centralization vs. decentralization, teamwork, and innovative problem-solving methods

Day 3: Advanced Scientific Trends in Foresight Studies and Strategic Thinking

- Foresight Studies and Strategic Leadership
 - Scientific and methodological approaches to foresight
 - Building future scenarios and applying them to strategy development
 - Case studies on foresight in Arab organizations
- Strategic Thinking and Management
 - Modern trends in strategic thinking
 - The role of leadership in shaping strategic decisions
 - Key challenges in strategic management and the application of strategic models e.g., Porter's Five Forces, Ansoff Matrix

Day 4: Analyzing External and Internal Environments for Competitive Positioning

- External Environment Assessment
 - Analyzing market trends, competitive landscapes, and environmental factors
 - Frameworks for evaluating external influences
 - Competitive Performance Matrix CPM
- Internal Environment Analysis
 - SWOT analysis and internal capabilities evaluation
 - Internal factors affecting strategic decision-making

Day 5: Competitive Position Analysis and Strategic Leadership

- Competitive Position and Strategic Leadership
 - Porter's competitive strategies: Cost leadership, differentiation, and focus
 - Strategic alternatives: Shell Model, GE Matrix
- Strategy Implementation and Review

- Steps for successful strategy execution
- Key performance indicators KPIs and the Balanced Scorecard BSC
- Strategy review processes and ongoing refinement

Registration form on the Training Course: Strategic Leadership, Setting the Future Vision, Preparing Administrative Plans, and Achieving them

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

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