

€ TRAINING

The Manager as a Strategic Leader



4 - 8 November 2024
Casablanca (Morocco)
New Hotel



The Manager as a Strategic Leader

REF: ST16 DATE: 4 - 8 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

More than ever before, implementing strategic improvement changes in an organization requires leaders who think and act strategically. To maintain competitiveness, work is becoming increasingly complex and sophisticated, but often strategic improvements are implemented by competent professionals who have little or no strategic leadership training. Modern organizations cannot afford anything less than competent management that leads to successfully implemented improvements. Establishing and maintaining personal and team leadership skills, creating productive work environments, and leading teams in strategic activities to meet goals is a challenging, every-day part of a strategic leader's life.

This course offers an opportunity to focus on the development and use of strategic leadership practices that allow for effective and efficient management of strategic improvements. It provides practical skills to take back to the job, along with insights needed to adapt principles to specific work environments.

Course Objectives:

At the end of the course the participants will be able to:

- Understand strategic leadership and its role in the implementation of changes.
- Gain greater skill in working in the role of a strategic team leader.
- Develop skills in strategic leadership techniques of creating a strategic change environment, planning, relationships, and communication.
- Understand the role of stakeholders in strategic leadership.
- Learn to utilize individual and team strengths to achieve strategic objectives.
- Develop communication and human interaction skills to implement strategic change.
- Develop techniques to deal with strategic organizational change.
- Learn techniques of strategic stakeholder assessment and management.
- Learn the techniques to deal with the human reaction to strategic change.

Targeted Audience:

- Managers
- Supervisors
- Team leaders
- Employees who want to gain one of the most important skills to develop their career

Course Outlines:

Unit 1: Strategic Leadership Skills in a Changing Business Culture:

- Identification of strategic leadership skills
- Challenges leaders face in changing organizations
- Conditions that exist that require strategic leadership
- The role of strategic leadership in dynamic organizations
- Understanding the role of strategic management in leadership
- How leadership skills change with organizational change

Unit 2: Strategic Leadership in Organizational Excellence:

- The role that organization type plays in strategic leadership
- Developing a culture of strategic organizational excellence
- Learning the skill and techniques of strategically managing stakeholders
- Focusing on strategic priorities in leadership
- Setting strategic priorities with other leaders

Unit 3: The Importance of Communication in Strategic Leadership:

- Importance of strategic leadership and communication methods
- Strategic interpersonal communication is two-way
- Understanding of how interpersonal communication preferences differ
- Developing a strategic listening communication style
- Communicating empowerment techniques as a strategic leader

Unit 4: Strategic Leaders Demonstrate Flexibility in Interpersonal Relationships:

- Successful strategic leaders have positive interpersonal interaction
- Characteristics of strategic interpersonal interaction
- Identification of the personal interaction style
- Individual strengths and challenges of each interaction style
- Strengths and challenges in strategic interactions
- Understanding how strategic teams work better using varied interaction types

Unit 5: Strategic Leadership, Innovation, and Human Change:

- Understanding the strategic benefits of innovation and improvement
- Leading strategic personal change in our teams
- Understanding problems inherent with strategic change in individuals and teams
- Avoiding critical change mistakes
- Preparing project team and individuals for strategic change