

# € TRAINING

Advanced Strategic Management and  
Leadership



2 - 13 September 2024  
Casablanca (Morocco)  
New Hotel



# Advanced Strategic Management and Leadership

REF: ST767 DATE: 2 - 13 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

This training program is designed to equip participants with advanced skills in strategic planning, execution, and leadership. It prepares individuals to achieve sustainable growth through strategic thinking and effective leadership practices within their organization.

## Program Objectives:

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

- Demonstrate advanced strategic leadership and management skills.
- Lead successful organizational change and foster innovation.
- Optimize resource allocation and financial management.
- Implement performance measurement and evaluation systems.
- Build high-performance teams and execute effective marketing strategies.
- Lead strategic partnerships and alliances.
- Integrate sustainability principles into strategic decision-making.

## Targeted Audience:

- Managers among all managerial levels.
- Supervisors & Team leaders.
- Strategic planning department.

## Program Outlines:

### Unit 1:

#### Strategic Leadership Foundations:

- Understanding the dynamics of strategic leadership.
- Analyzing different leadership styles and their impact on organizational outcomes.
- Crafting a compelling vision and mission statement.

- Aligning leadership behaviors with strategic goals and organizational values.
- Enhancing communication and stakeholder engagement for motivating teams.

## Unit 2:

### Effective Decision-Making in Leadership:

- Developing strategic thinking skills for effective decision-making.
- Utilizing data-driven approaches in leadership decisions.
- Addressing ethical considerations in leadership decision-making.
- Managing uncertainty and complexity in decision-making processes.
- Implementing decision-making frameworks for strategic alignment.

## Unit 3:

### Leading Organizational Change:

- Understanding the psychology of change and resistance.
- Developing strategies for leading successful organizational change initiatives.
- Communicating change effectively to stakeholders at all levels.
- Building a culture of adaptability and resilience within the organization.
- Leveraging change management tools and techniques for sustainable transformation.

## Unit 4:

### Inspirational Leadership and Motivation:

- Inspiring and motivating individuals and teams towards common goals.
- Recognizing and leveraging individual and team strengths.
- Fostering a culture of innovation and creativity through leadership.
- Providing constructive feedback and recognition to enhance motivation.
- Creating a supportive and empowering work environment for continuous growth.

## Unit 5:

### Building High-Performance Teams:

- Understanding the dynamics of team formation and development.
- Building trust and fostering collaboration within teams.
- Setting clear goals and expectations for team performance.
- Providing effective team leadership and support.
- Implementing strategies for resolving conflicts and enhancing team cohesion.

### Unit 6:

#### Strategic Planning Fundamentals:

- Understanding the strategic planning process and its importance.
- Conducting internal and external environmental analysis.
- Setting SMART objectives aligned with organizational goals.
- Developing strategies for competitive advantage and growth.
- Creating implementation plans with clear timelines and responsibilities.

### Unit 7:

#### Strategic Innovation and Change Management:

- Fostering a culture of innovation and continuous improvement.
- Identifying and capitalizing on disruptive opportunities in the market.
- Leading change initiatives effectively and managing resistance.
- Applying design thinking and agile methodologies for innovation.
- Developing capabilities for managing organizational transformation.

### Unit 8:

#### Strategic Marketing and Brand Management:

- Developing marketing strategies aligned with strategic objectives.
- Conducting market research and analysis for strategic insights.
- Managing brand identity and differentiation in the market.

- Implementing integrated marketing communication strategies.
- Evaluating marketing effectiveness and adjusting strategies accordingly.

## Unit 9:

### Strategic Resource Allocation and Financial Management:

- Understanding the role of financial management in strategic decision-making.
- Allocating resources effectively to support strategic priorities.
- Developing budgets and financial forecasts aligned with strategic plans.
- Implementing cost management strategies to optimize resource utilization.
- Evaluating investment opportunities and managing financial risks.

## Unit 10:

### Strategic Performance Measurement and Evaluation:

- Establishing key performance indicators KPIs for measuring strategic progress.
- Implementing systems for tracking, monitoring, and reporting on strategic performance.
- Analyzing performance data to assess effectiveness and identify areas for improvement.
- Conducting periodic strategic reviews and adjustments as needed.
- Aligning individual and team performance with strategic objectives for accountability and motivation.