

€ TRAINING

Strategic Leadership: Develop the Future
Vision, Prepare and Achieve the
Administrative Plans



8 - 19 July 2024
Casablanca (Morocco)
New Hotel



Strategic Leadership: Develop the Future Vision, Prepare and Achieve the Administrative Plans

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Introduction:

The tremendous progress in strategy science in recent years has been due to the innovative ideas presented by the managers to increase the competitiveness of their organizations from the perspective of the customers, shareholders, employees, and society in general. As well as the efforts of the researchers and experts who follow and monitor the strategic movements of the leading organizations and then try to apply them in practice and organize them in a way that can be used to orient the future and its challenges and to develop and move the events to meet these challenges and new global transformations. And to achieve a targeted qualitative shift for business.

Conference Objectives:

At the end of this conference the participants will be able to:

- Identify the strategic leadership and the difference between it and the other types of leadership.
- Observe the future challenges and the ways to confront them.
- Provide the participants with the concepts, objectives, and skills to orientalism of the future
- Define strategic leadership in terms of the fundamental scientific foundations and basic skills of senior management in building strategic thinking.
- Introduce the practices of strategic management and consider the interrelated outcomes of practical and scientific background.
- Focus on finding a practical approach for the strategic leader that can be used and applied to achieve short- and long-term business objectives.

Targeted Audience:

- Team Leaders
- Supervisor Managers
- Senior Managers
- All leaders responsible for planning and orienting the future as well as the implementation of policies and objectives of different organizations.

Conference Outlines:

Unit 1: The New Transformations and Their Reflection on The Administrative Environment:

- Challenges facing contemporary organizations.
- The importance of facing the challenges of the future.
- The reality of management practices in business institutions.

Unit 2: Advanced Scientific Trends For the Future:

- The basic concepts of the science of future studies and its relationship with the strategic leader.
- The scientific dimensions and practical methodology of the patterns and methods of the science of future studies.
- The ways to look ahead
- The factors of differentiation between the methods of looking ahead.
- The constraints to predict the future and how to confront them.
- Building future scenarios and using them in the formulation of different strategies.
- An example of an application to build a model for future studies.
- Case study of previous Arab experiences in the field of Orientalism of the future.

Unit 3: Strategic Thinking - Basic Introductions:

- The Strategic Thinking Modern Trends.
- The official degree in strategic management.
- What is strategic management?
- Is the strategy management a science? Or art?
- Strategic Management Objectives.
- Strategic Management Steps Design Phase - Implementation Phase - Evaluation Phase.
- Strategic management levels.
- The implementation of strategic management in practice.

Unit 4: Strategic Thinking - Basic Introductions:

- Are you a strategic manager?
- Who are the strategic managers?
- The basic skills of the strategic manager.
- The roles of senior management in building strategic thinking.
- Strategic Leader and Senior Management Values.
- The characteristics of strategic decisions.
- The strategic challenges.
- List of strategic performance design for organizations.
- Practical cases.

Unit 5: The message of the Organization:

- The factors which affect the message.
- The difference between the message and the vision.
- The message properties.
- Preparing the organization's message.
- The benefits of having a message.
- The key components of the organization's mission.
- Forms of the organization message process.

Unit 6: Analysis of The External Environment and Competitive Performance Matrix CPM:

- The definition of external environment evaluation.
- External Environment Review Framework.
- The key environmental variables.
- The basic sources of environmental information.
- The analysis and characterization of the environment.
- Competitive Performance Matrix CPM.

Unit 7: The Analysis of The Internal Environment:

- The importance of studying and evaluating the internal environment.
- Internal factors to be studied and analyzed.
- SWOT analysis.
- Considerations to be taken into account in the internal review process.

Unit 8: Analysis of Competitive Position and Strategic Leader:

- Porter Strategies.
- Leadership Strategy in Cost Reduction.
- Diversification strategy and differentiation from competitors.
- Focus strategy.
- Differentiation between strategy alternatives.
- An integrated model of strategic alternatives.
- Shell Group Model.
- General Electric Matrix.
- The criteria to be considered for the success of the strategic leader in practice.

Unit 9: Applying and Reviewing the Strategy:

- The importance of the strategy implementation process.
- Requirements for implementing the strategy.
- McPantry Framework for Effective Strategy Implementation.
- BSS Balanced Scorecard and Strategy Execution.
- Steps of the strategy review process.

Unit 10: Guidelines for Developing Strategic Practices:

- The nature of strategic decisions.
- Globalization and strategic success.
- Applying Six Sigma concepts on the strategic leader.
- A practical laboratory on the strategic leader and setting the future vision.