

# € TRAINING

Leadership & Strategic Impact



7 - 11 October 2024  
Casablanca (Morocco)  
New Hotel



# Leadership & Strategic Impact

REF: ST1719 DATE: 7 - 11 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction

Strategy is both complex to develop and challenging to implement. Leaders of organizations have the responsibility and accountability for both - development and delivery. The world is currently very volatile and unpredictable, which requires management to adopt a more adaptable and agile approach to strategy and strategic planning. This Leadership & Strategic Impact training course offers delegates a range of tools and techniques to assist them in preparing forecasts and envisioning potential futures. It also addresses key leadership skills needed to galvanize the workforce including communication, persuasion, influence, and delegation.

## Course Objectives

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

- Utilize a range of strategic analysis tools
- Appreciate the need for developing scenarios to manage uncertainty
- Understand the importance of questioning, prior to delivering solutions
- Enhance key leadership skills such as influence, persuasion & negotiation
- Recognize staff qualities needed for implementing change

## Targeted Audience

- Professionals wanting to enhance their leadership capabilities
- Professionals who need strategic analytical skills
- Professionals wanting to develop skills for strategizing in uncertainty
- Professionals aspiring to become senior leaders
- Heads of department and project leads

## Course Outline

### Unit 1: Strategic Analysis and Strategic Thinking

- What strategy is and what it is not
- The importance of understanding stakeholder interests
- Which tool to use and when
- Understanding Life cycles: Business, Product, Market
- Tools to understand the business environment
- Achieving business sustainability, the value chain

### Unit 2: Strategy, Innovation and Adaptability

- The process of strategy development
- Tools to imagine possible futures
- Research showing how CEOs apply the tools
- Zooming In detail - Zooming Out big picture
- Selecting different types of innovation
- The process of innovation - managing failures and successes

### Unit 3: Key Leadership Skills: Communications

- Are Vision, Mission and Values just words?
- The impact of organisational culture on strategy implementation
- Communicating internally & externally
- Making effective use of communication channels
- How good are your persuasion, influence & negotiation skills?
- Addressing the challenge of virtual communications

### Unit 4: Strategic Implementation: Tracking Progress

- Using measures to track progress
- Using the Balanced scorecard as a strategic tool
- What are Critical Success Factors?
- Selecting useful Key Performance Indicators
- Do measures have an impact on actions?
- Translating data into information - useful reporting

### Unit 5: Team Leadership

- The roles & responsibilities of team leaders
- Motivating individuals and teams
- Engaging with staff for mutual benefit
- Team communications: meetings
- Evaluating effectiveness of different communication channels
- Personal action planning