

# € TRAINING

Strategic Management and Team Leadership  
Skills



8 - 12 July 2024  
Casablanca (Morocco)  
New Hotel



# Strategic Management and Team Leadership Skills

REF: M2307 DATE: 8 - 12 July 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is designed to equip professionals with the essential tools and techniques necessary to navigate the complexities of modern business environments and foster high-performing teams. Through it, participants will gain valuable insights and practical knowledge to excel in strategic management and effective team leadership.

## Program Objectives:

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

- Develop Strategic Thinking.
- Master Team Leadership and Implement Change Effectively.
- Enhance Communication Skills.
- Cultivate Emotional Intelligence.
- Develop High-Performing Teams.

## Targeted Audience:

- Mid to senior-level managers.
- Team leaders.
- Project managers.
- Aspiring leaders.
- Professionals transitioning into leadership roles or those tasked with driving organizational change.

## Program Outlines:

### Unit 1:

#### Foundations of Strategic Management:

- Introduction to Strategic Management.
- Vision, Mission, and Goal Setting.

- Environmental Analysis: SWOT and PESTEL.
- Competitive Advantage and Value Creation.
- Strategic Decision Making.

## Unit 2:

### Strategic Planning and Implementation:

- Crafting a Strategic Plan.
- Strategic Alignment and Resource Allocation.
- Managing Risks in Strategy Execution.
- Monitoring and Measuring Strategic Performance.
- Adapting Strategies to Change.

## Unit 3:

### Effective Team Leadership:

- Understanding Leadership Styles.
- Building Trust and Credibility.
- Coaching and Mentoring.
- Empowering Team Members.
- Leading Virtual and Remote Teams.

## Unit 4:

### Communication and Emotional Intelligence:

- Effective Communication Strategies.
- Active Listening and Feedback.
- Emotional Intelligence in Leadership.
- Managing Conflict and Difficult Conversations.
- Building a Positive Work Culture.

## Unit 5:

### High-Performing Teams and Change Management:

- Characteristics of High-Performing Teams.
- Team Building and Team Development.
- Delegation and Time Management.
- Leading Through Organizational Change.
- Creating a Personal Leadership Development Plan.