

€ TRAINING

Leadership for Senior Executives



25 - 29 November 2024
Casablanca (Morocco)
New Hotel



Leadership for Senior Executives

REF: M1129 DATE: 25 - 29 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program is an intensive and comprehensive program designed to equip seasoned leaders with the skills, knowledge, and strategies necessary to thrive in senior leadership roles. Through a combination of theoretical insights, practical case studies, and interactive workshops, participants will enhance their understanding of modern leadership dynamics and challenges.

Program Objectives:

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

- Evaluate personal leadership capabilities, and benchmark against globally recognized leaders.
- Influence the culture within their organization through higher engagement and employee involvement.
- Create value by applying vital executive skills across the full range of responsibilities.
- Evaluate organizational and workplace disruptions and take advantage of opportunities to maintain a competitive edge.
- Write a personal executive agenda that drives top performance personally and organizationally.

Targeted Audience:

- Senior executives from various industries and sectors.
- C-suite leaders including CEOs, CFOs, CTOs, CMOs, and CHROs.
- Vice Presidents and Directors responsible for strategic decision-making.
- Established leaders with significant managerial experience.
- Executives transitioning into senior leadership roles.
- High-potential leaders identified for future executive positions.

Program Outlines:

Unit 1:

An Inward Perspective:

- A perspective on leadership: global and GCC.

- Competencies of a GCC executive : Behavioral competencies and Functional competencies.
- Levels of executive leadership:
 - A discussion around Tim Collins 'Level 5 Leadership'.
 - A discussion around leadership styles of GCC Executives.
- Ethics and executive-ship: Interpreting ethics, Practicing ethics, and Building an ethical framework.
- Leadership mindset and self-awareness.

Unit 2:

An Outward Perspective:

- The view from the top.
- Engaging the organization: Influencing the culture, Building the structure and Involving the employees.
- Interacting with the market: Dealing with new market realities and Understanding the new consumer.
- Building partnerships and alliances: The importance of market collaboration.
- Dealing with competition - how well do you know them.

Unit 3:

The Executive - From Strategy to Value Creation:

- Staying strategically nimble.
- Driving operational versatility.
- Knowing your numbers - where to start: Mastering your business forecast, Revisiting key financial statements.
- Reviewing key measures and KPIs - keeping an eye on the right stuff.
- Optimizing your decision in a challenging landscape.
- Value Creation: three ways to creating value a GCC executive must know.
- The Clayton Christensen approach.

Unit 4:

Dealing with Market Variables:

- From intermittent change to constant disruptions - the law of permanent transformation.
- The executive challenge: balancing between stability and flexibility.
- Introducing dexterity and resourcefulness across the organization.
- Embracing risk and thinking alternatives.

Unit 5:

The Executive Agenda:

- 5 things you must always do.
- 4 strategic elements you need to have on your agenda.
- Mentoring, coaching, and peer networking.
- Self-development and personal wellness.