BLACKBIRD FOR TRAINING

Leadership & Strategic Management

3 – 7 May 2027
Casablanca (Morocco)



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Introduction

Organizations today face increasing pressure to achieve sustainable growth, improve organizational performance, manage uncertainty, and respond effectively to rapid economic, technological, and regulatory changes. In this environment, senior leaders are expected to do more than manage operations. They must provide strategic direction, make informed executive decisions, lead organizational transformation, engage stakeholders, and ensure that departmental priorities support long-term organizational objectives.

Strategic leadership has become a critical capability for executives, directors, and senior managers responsible for organizational performance, governance, business continuity, commercial growth, procurement leadership, and strategic oversight. Effective leaders must be capable of aligning vision, strategy, people, and resources while maintaining organizational resilience and accountability.

This course provides a comprehensive framework for strategic leadership, executive decision-making, strategic planning, organizational transformation, stakeholder engagement, governance, and performance management. Participants will strengthen their ability to lead change, improve organizational effectiveness, support business growth, and develop leadership approaches that create sustainable value for their organizations.

Across the training days, the program combines strategic thinking, leadership development, performance management, governance principles, communication effectiveness, transformation leadership, risk awareness, and organizational sustainability into a practical executive framework suitable for modern organizational challenges.

The final day of the programme is dedicated to practical assessment and evaluation, providing participants with the opportunity to demonstrate their ability to apply the leadership, strategic-management, communication, governance, and decision-making capabilities developed throughout the training in realistic organizational scenarios.

Course Objectives

By the end of this course, participants will be able to:



- Develop a strategic leadership approach aligned with organizational goals and long-term priorities.
- Apply executive decision-making frameworks to complex business situations.
- Strengthen strategic thinking and leadership effectiveness.
- Develop strategic plans with measurable objectives and performance indicators.
- Align departmental priorities with organizational strategy.
- Lead organizational transformation and change initiatives effectively.
- Apply change management methodologies to support business transformation.
- Improve communication, influence, and stakeholder engagement capabilities.
- Strengthen leadership communication and executive presence.
- Improve organizational performance through governance and accountability frameworks.
- Evaluate governance practices and recommend organizational improvements.
- Develop business growth and value creation strategies.
- Strengthen risk-based leadership and business continuity oversight.
- Improve team leadership and employee engagement practices.
- Develop an integrated leadership action plan that supports organizational performance and sustainability.
- Demonstrate the practical application of strategic leadership, executive decision-making, stakeholder engagement, governance, and change leadership through structured assessment activities.

Course Outlines

DAY 1: Strategic Leadership, Executive Decision-Making, and Strategic Direction

- Strategic leadership principles and executive responsibilities.
- Leadership versus management in modern organizations.
- Strategic thinking and long-term organizational direction.
- Leadership styles and adaptability in different business environments.
- Executive decision-making frameworks.
- Decision-making under uncertainty and complexity.
- Strategic leadership challenges facing senior executives.
- Aligning leadership actions with organizational vision and mission.
- Building leadership credibility and influence.
- Developing a strategic leadership mindset.
- Strategy formulation and deployment.
- Vision, mission, and strategic objectives.
- Aligning departmental goals with organizational priorities.



DAY 2: Strategic Planning, Performance Management, and Organizational Transformation

- Strategic planning methodologies and frameworks.
- Performance management systems and organizational effectiveness.
- Key performance indicators and performance measurement.
- Governance, accountability, and organizational oversight.
- Monitoring strategic execution and implementation progress.
- Evaluating organizational performance and effectiveness.
- Developing measurable strategic action plans.
- Understanding organizational transformation.
- Drivers of change in modern organizations.
- Change management principles and frameworks.
- Leading transformation initiatives successfully.
- Managing resistance to change.
- Building organizational agility and adaptability.

DAY 3: Change Leadership, Communication, Influence, and Stakeholder Engagement

- Stakeholder alignment during transformation initiatives.
- Communication strategies during periods of change.
- Developing transformation roadmaps and implementation plans.
- Sustaining organizational change and continuous improvement.
- Executive communication principles.
- Influence and persuasion techniques for leaders.
- Building productive stakeholder relationships.
- Managing internal and external stakeholders.
- Communication strategies for executive leaders.
- Enhancing leadership presence and credibility.
- Negotiation and influencing techniques.
- Managing difficult conversations and conflicts.

DAY 4: Team Effectiveness, Governance, Risk, Business Growth, and Sustainability

- Improving employee engagement and team performance.
- Strengthening collaboration across departments and functions.
- Governance principles and executive accountability.
- Governance structures and oversight responsibilities.
- Organizational resilience and business continuity leadership.
- Risk management for executive decision-makers.
- Business growth and value creation strategies.
- Innovation and sustainable organizational development.
- Commercial leadership and strategic business expansion.
- Balancing growth, risk, and organizational performance.
- Developing integrated leadership and organizational development plans.
- Building a personal executive leadership action plan.



DAY 5: Assessment and Evaluation Workshop

- Assessment Workshop Briefing and Organisational Case Introduction.
- Strategic Leadership & Organisational Assessment.
- Executive Leadership Simulation with Change Escalation.
- Individual Debrief on Leadership Decisions and Observed Behaviours.
- Governance, Risk & Stakeholder Scenario Response.
- Leadership Development Action Plan.
- Individual Assessor Feedback and Score Finalisation.
- Closing Group Discussion and Q&A.
- Final Classification and Workshop Close.

Why Attend This Course: Wins & Losses!

- Strengthen strategic leadership and executive management capabilities.
- Improve executive decision-making effectiveness.
- Develop stronger strategic planning and execution skills.
- Enhance organizational transformation and change leadership capabilities.
- Improve communication, influence, and stakeholder engagement effectiveness.
- Strengthen governance, accountability, and organizational oversight practices.
- Improve organizational performance and execution discipline.
- Develop business growth and value creation strategies.
- Enhance risk management and business continuity leadership capabilities.
- Improve team leadership, employee engagement, and organizational effectiveness.
- Build greater confidence when leading complex organizational initiatives.
- Develop a practical leadership framework that supports long-term success.

Conclusion

Strategic leadership is no longer limited to directing teams or managing operations. It requires the ability to shape organizational direction, make informed decisions, lead transformation, engage stakeholders, improve performance, and create sustainable value. Organizations increasingly rely on executives and senior managers who can integrate leadership, strategy, governance, performance management, and organizational development into a unified approach.

This course provides participants with a practical framework for strengthening strategic leadership, executive decision-making, organizational transformation, stakeholder engagement, governance, and business growth capabilities. Through the integration of strategic planning, performance management, communication, change leadership, and governance principles, participants gain the capabilities required to navigate complex organizational environments effectively.

The programme begins by strengthening strategic leadership and executive decision-making, helping participants align leadership actions with organizational vision, mission, and long-term priorities. It then develops participants' ability to translate strategic direction into measurable objectives, performance indicators, implementation priorities, and effective organizational oversight.



Participants also explore the leadership requirements associated with organizational transformation and change. They develop approaches for managing resistance, improving organizational agility, communicating during periods of uncertainty, and aligning stakeholders around transformation objectives while maintaining accountability and execution discipline.

The course further strengthens executive communication, influence, stakeholder engagement, team leadership, and collaboration capabilities. Governance, risk management, business continuity, business growth, innovation, and organizational sustainability are integrated into the programme to provide participants with a broader understanding of the responsibilities associated with senior leadership.

The final day of the programme is dedicated to practical assessment and evaluation. Participants are required to demonstrate their ability to apply the knowledge, frameworks, and leadership approaches developed during the previous training days through strategic organizational analysis, an executive leadership simulation with change escalation, a governance, risk and stakeholder scenario response, and leadership development planning. The assessment provides a structured measure of participants' competence in strategic analysis, leadership application, executive decision-making, communication and influence, change leadership, governance, risk oversight, and professional accountability.

By the end of the programme, participants will be better equipped to align organizational priorities, make informed strategic decisions, lead transformation initiatives, engage stakeholders, strengthen governance and accountability, manage organizational risks, improve performance, and contribute to sustainable long-term organizational success.

