BLACKBIRD FOR TRAINING

Leadership & Strategic Management Comprehensive Course

Casablanca (Morocco)

6 - 17 October 2025

Leadership & Strategic Management Comprehensive Course

Code: LM28 From: 6 - 17 October 2025 City: Casablanca (Morocco) Fees: 5600 Pound

Introduction

Today's leaders have a lot more responsibility on their shoulders, especially with the increasing uncertainty of these times. They need to focus on what will navigate their business through the obstacles of time, towards successful returns.
This Leadership & Strategic Management Training Course offers guidance to any leader who wants to make smart decisions about important components like new business strategies, succession planning, and the utilization of human capital to support and nurture their business.
The course focuses on strategic management, which develops the skills behind strategic thinking and developing good leadership strategies to support the strategic planning function

Course Objectives

- Differentiate between leadership, management, influence, and power.
- Understand the leader's role in implementing change.
- Examine their own personality and behaviors to enhance self-awareness.
- Review leadership styles and practice - identifying overlaps and differences.
- Harness the team's ability to innovate.
- Develop and motivate the team for optimum performance.
- Evaluate how leaders impact culture and climate.
- Understand how leaders navigate change, strategy, and innovation.
- Understand and harness cultural differences.

Course Outlines

Day 1: Strategic Leadership: Understanding Strategic Leadership and Its Impact in the Modern Business Environment"

- Strategic leadership.
- What is strategic leadership?
- Why do we need strategic leaders?
- The modern business environment.
- What does a strategic leader do?
- Leadership and personal effectiveness.
- Leadership and its context.
- Self-perception and self-awareness.

Day 2: Personal Transformation and Leadership: From Personality and Values to Leadership Development"

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- Personality, values & behavior
- Personal transformation.
- Path dependency.
- Personal style & style flexibility.
- Leadership development.
- What is leadership development?

Day 3: The Importance of Strategic Leadership: Organizational Factors, Competencies, and Strategic Thinking Evolution"

- Why bother?
- Organizational factors.
- Leadership and competencies.
- How are leaders developed?
- The evolution of strategic planning and strategic thinking.
- Strategic thinking in business.
- Different conceptual frameworks for strategic thinking.
- Commonalities between different approaches to developing and implementing a strategy.

Day 4: Strategic Frameworks and Core Leadership Competencies: From Defining Leadership to Managing Change"

- Articulate your current strategic conceptual framework.
- Core Leadership Competencies.
- Leader or manager?
- Influence, authority, and power.
- Emotions, mood & disposition.
- Rapport-building.
- Communication and its leadership part.
- Goal congruence and alignment.
- Leadership and change.

Day 5: Managing Change: History, Vision, and Models of the Change Process"

- History of change.
- Vision.
- Different approaches to change.
- Models of the change process.
- Individual reaction to change.
- Politics of change.
- Belbin's approach.
- Margerison-McCann team management wheel.

Day 6: Time-Based and Mental Models of Leadership: Distributed Leadership and Cultural Differences

- Time or phase-based models.
- Team mental model.
- Distributed leadership.

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- Cultural differences & Leadership.
- Definitions of culture.
- Corporate, team, and national culture.
- Norms, rules, and cultures.

Day 7: Leadership Responses to Cultural Clashes: Innovation, Growth Strategies, and Strategic Success

- When cultures clash: leadership responses.
- Harnessing cultural differences for innovation.
- Learning from different cultures.
- Strategies for growth, profitability & value creation.
- Growth vs. profitability in public and private sector organizations.
- Key factors that differentiate strategic success vs. failure.
- Action plans for strategic initiatives and performance management.

Day 8: Achieving Strategic Initiatives: Drivers of Change, Strategic Engagement, and Effective Communication

- Achievement of strategic initiatives with changes.
- Drivers for strategic change.
- Using insights from past experiences to support strategic change.
- Engaging your organization in strategic thinking.
- Ask strategic questions: align your work to the organization s strategic initiatives.
- Formulate strategic hypotheses.
- Explore futuristic strategic conversations.
- How a leader uses communication to gain influence.

Day 9: Building Personal Charisma and Influence: Advanced Communication Skills and Motivating Leadership"

- Building your story and personal charisma.
- The science of influence and how to use it.
- Advanced rapport, language, and communication skills.
- How to win friends and influence people above you?
- Case study: Building stakeholder engagement.
- How a leader influence people through motivation?
- The motivating leader for a millennial workforce.
- The science to motivate yourself and others.

Day 10: Effective Leadership in the Modern World: Expectancy Theory, Personal Roadmap, and Leadership Styles

- Expectancy theory and how an effective leader creates an environment for self-motivation.
- Personal roadmap to leadership.
- Defining effective leadership in Today's world.
- The challenge to lead in today s modern organization.
- Lessons learned from today s leaders.
- Leadership styles in modern organizations.

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- Case study: Leaders eat last.
- Self-assessment: Leadership behaviors.

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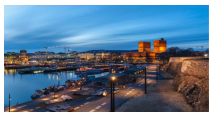
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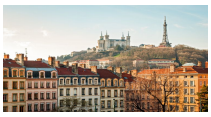
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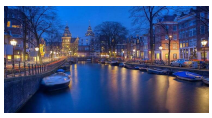
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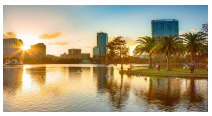
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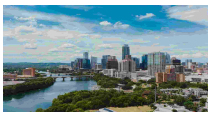
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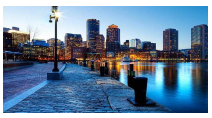
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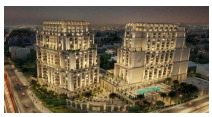
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