BLACKBIRD FOR TRAINING

Strategic leadership for a visionary future for your bank

Casablanca (Morocco)

6 - 10 October 2025

UK Traininig

PARTNER

www.blackbird-training.com

Strategic leadership for a visionary future for your bank

Code: FA28 From: 6 - 10 October 2025 City: Casablanca (Morocco) Fees: 3300 Pound

Introduction

The "Strategic Leadership for a Visionary Future for Your Bank" course is designed to equip banking leaders with the skills and insights needed to navigate the rapidly evolving financial landscape. Participants will learn to craft forward-thinking strategies, foster innovation, and drive sustainable growth. Through practical frameworks and leadership techniques, this course empowers executives to shape a visionary future for their institutions while responding to market challenges and opportunities.

Course Objectives

- Understand the different strategic styles in the banking industry and learn how to choose the right strategic style for your bank.
- Learn how to manage your innovation portfolio effectively, including the 70/20/10 ratio for innovation investment.
- Develop a deeper understanding of the stages of change and the pitfalls unique to each stage.
- Gain insights into the power of a great banking business model, and learn a three-step approach to reinventing your bank's business model for profitability.
- Understand the importance of strategic intent in outsmarting rivals, and turn it into reality.
- Learn how to focus on one challenge at a time and fuel an obsessive will to win, to achieve sustainable success.

Course Outline

Day 1: Strategic Intent and Planning in Banking

- Aligning strategy-making processes with competitive conditions in the banking industry.
- Exploring four strategic styles and evaluating your bank's influence in shaping the industry environment.
- Choosing the right strategic style and developing an effective implementation plan while avoiding common pitfalls.
- Identifying the shortcomings of traditional strategic planning methods.
- Defining long-term strategic intent by focusing on one critical challenge at a time.
- Cultivating a relentless drive to succeed and turning strategic intent into tangible outcomes.

Day 2: Managing Innovation in the Dynamic Banking Landscape

- Assessing innovation investments and their returns in banking.
- Applying the 70/20/10 ratio for innovation spending.
- Building a diverse team with specialized banking skills.
- Funding breakthrough initiatives outside the standard budget cycle.
- Measuring innovation success with non-financial metrics in the early stages.

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

- Case study discussion on innovation management.

Day 3: Leading Change in the Banking Environment and Overcoming Transformation Failures

- Navigating the stages of transformation within banking institutions.
- Enhancing transformation success by understanding change stages and avoiding common pitfalls.
- Balancing corporate change efforts to maximize success and mitigate failure.
- Understanding the ripple effects of critical mistakes during transformations.
- Revitalizing organizations by overcoming major transformation errors.
- Case study discussion on successful transformation examples.

Day 4: Reinventing Your Business Model in Banking

- Harnessing the power of an innovative business model.
- Overcoming challenges in business model innovation specific to the banking industry.
- Evaluating your current business model with key questions.
- Crafting a blueprint for a profitable banking model.
- Knowing when and how to reinvent your banking model.
- Following a three-step approach to business model innovation, from identifying customer needs to creating profitable banking solutions.
- Case study discussion on successful business model innovations.

Day 5: Leadership with Impact

- Enhancing influence through personal branding techniques.
- Mastering the art of authentic communication to boost employee engagement and leadership credibility.
- Responding to employees effectively in the digital era.
- Adopting conversational leadership by integrating start-up qualities into organizational settings.
- Building a conversational culture through intimacy, interactivity, inclusion, and intentionality.

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Europe

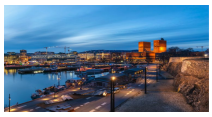
Malaga (Spain)

Sarajevo (Bosnia and Herzegovina)

Cascais (Portugal)

Glasgow (Scotland)

Edinburgh (UK)

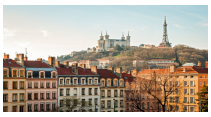

Oslo (Norway)

Annecy (France)

Bordeax (France)

Copenhagen (Denmark)

Birmingham (UK)


Lyon (France)

Moscow (Russia)

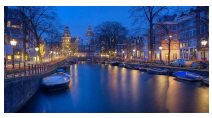
Stockholm (Sweden)

Podgorica (Montenegro)

Batumi (Georgia)

London (UK)

Istanbul (Turkey)


Amsterdam (Netherlands)

Düsseldorf (Germany)

Paris (France)

Barcelona (Spain)

Munich (Germany)

Geneva (Switzerland)

Prague (Czech)

Vienna (Austria)

Rome (Italy)

Brussels (Belgium)

Madrid (Spain)

Berlin (Germany)

Lisbon (Portugal)

Zurich (Switzerland)

Manchester (UK)

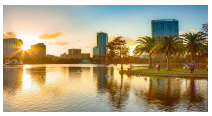
Milan (Italy)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

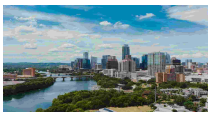
USA & Canada

Los Angeles (USA)


Orlando, Florida (USA)

Online

Phoenix, Arizona (USA)


Houston, Texas (USA)

Boston, MA (USA)

Washington (USA)

Miami, Florida (USA)

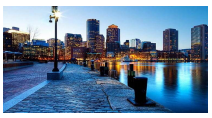
New York City (USA)

Seattle, Washington (USA)

Washington DC (USA)

In House

Jersey,New Jersey (USA)


Toronto (Canada)

Africa

Baku (Azerbaijan)
(Thailand)

Maldives (Maldives)

Doha (Qatar)

Manila (Philippines)

Bali (Indonesia)

Bangkok

Beijing (China)

Singapore (Singapore)

Sydney (Australia)

Tokyo (Japan)

Jeddah(KSA)

Riyadh(KSA)

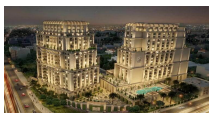
Dubai (UAE)

Kuala Lumpur (Malaysia)

Kuwait City (Kuwait)

Pulau Ujong (Singapore)

Jakarta (Indonesia)


Amman (Jordan)

Beirut (Lebanon)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Asia

Kigali (Rwanda)

Cape Town (South Africa)

Accra (Ghana)

Lagos (Nigeria)

Marrakesh (Morocco)

Nairobi (Kenya)

Zanzibar (Tanzania)

Tangier (Morocco)

Cairo (Egypt)

Sharm El-Sheikh (Egypt)

Casablanca (Morocco)

Tunis (Tunisia)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Clients

MANNAI Trading Company WLL, **Qatar**

Alumina Corporation **Guinea**

Booking.com **Netherlands**

Oxfam GB International Organization, **Yemen**

Capital Markets Authority, **Kuwait**

Waltersmith Petroman Oil Limited **Nigeria**

Qatar National Bank (QNB), **Qatar**

Qatar Foundation, **Qatar**

AFRICAN UNION ADVISORY BOARD ON CORRUPTION, **Tanzania**

KFAS **Kuwait**

Reserve Bank of Malawi, **Malawi**

Central Bank of Nigeria **Nigeria**

Ministry of Interior, **KSA**

Mabruk Oil Company **Libya**

Saudi Electricity Company, **KSA**

BADAN PENGELOLA KEUANGAN Haji, **Indonesia**

NATO **Italy**

ENI CORPORATE UNIVERSITY, **Italy**

Gulf Bank **Kuwait**

General Organization for Social Insurance **KSA**

Defence Space Administraion **Nigeria**

National Industries Group (Holding), **Kuwait**

Hamad Medical Corporation, **Qatar**

USAID **Pakistan**

STC Solutions, **KSA**

North Oil company,

EKO Electricity

Oman Broadband

UN.

Authority for

UK Traininig
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Categories

Management & Admin

- Professional Skills
- Finance, Accounting, Budgeting
- Media & Public Relations
- Project Management
- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Elevation

Technical Courses

- Hospital Management
- Public Sector
- Special Workshops
- Oil & Gas Engineering
- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
- Aviation
- C-Suite Training

International House 185 Tower Bridge Road London SE1 2UF United Kingdom

+44 7401 1773 35
+44 7480 775526

Sales@blackbird-training.com

www.blackbird-training.com