

Comprehensive Course in Leadership & Strategic  
Management

*Casablanca (Morocco)*

*26 May - 6 June 2025*

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## Comprehensive Course in Leadership & Strategic Management

Code: LM28 From: 26 May - 6 June 2025 City: Casablanca (Morocco) Fees: 5600 Pound

### Introduction

Today's leaders face significant responsibilities in an environment marked by increasing uncertainty. To guide their businesses toward success, leaders must have effective strategies for overcoming challenges. This Leadership & Strategic Management Training Course focuses on enhancing leadership skills by offering strategic solutions for navigating complex business environments. It provides guidance on strategic decision-making, succession planning, and optimal use of human capital.

### Course Objectives

- Differentiate between leadership, management, influence, and power.
- Understand the role of leaders in implementing change and managing strategic processes effectively.
- Assess personality traits and behaviors to enhance self-awareness.
- Review leadership styles and practice identifying similarities and differences.
- Leverage team potential for innovation through strategic supply chain management.
- Develop and motivate teams for peak performance.
- Examine how leaders impact corporate culture and climate.
- Explore how leaders navigate change, strategy, and innovation.
- Understand and utilize cultural differences to drive strategic success.

### Course Outlines

#### Day 1: Strategic Leadership

- Definition and importance of strategic leadership in today's dynamic business landscape.
- The strategic leader's role in managing the strategic process and enhancing personal effectiveness.
- Strategies for developing self-perception, self-awareness, and personal transformation.
- The impact of personality, values, and behavior on leadership styles.

#### Day 2: Leadership Development

- The essentials of strategic management and its role in leadership development.
- Core leadership competencies and strategic management concepts.
- How leaders are developed and frameworks for strategic thinking.
- The evolution of strategic planning and methods for effective strategic thinking.
- Exploring frameworks to enhance strategic management services and management and strategic management.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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### Day 3: Leadership and Change

- History and models of change management.
- Approaches to change in strategic settings and risk and strategic management strategies.
- The individual and organizational response to change, using tools like Belbin's approach and the Margerison-McCann team management wheel.
- Strategic supplier management and navigating cross-cultural challenges.

### Day 4: Strategies for Growth, Profitability, and Value Creation

- The balance between growth and profitability in public and private sectors.
- Key factors distinguishing strategic success from failure and strategic management solutions.
- Action plans for strategic initiatives and performance management.
- Using past experiences to support strategic changes and engaging the organization in strategic thinking.
- How leaders use communication to influence and build rapport with stakeholders.
- Case study: Building stakeholder engagement through strategic management services.

### Day 5: How a Leader Influences People Through Motivation

- The importance of motivation in leading a modern workforce, including millennial engagement.
- Applying expectancy theory for self-motivation and fostering self-driven teams.
- Developing personal roadmaps for effective leadership and understanding contemporary leadership styles.
- Case study: "Leaders Eat Last" and key takeaways.

### Day 6: Advanced Leadership Skills

- Advanced communication techniques for strategic influence.
- Conflict resolution and negotiation skills, emotional intelligence, and stress management.
- Coaching and mentoring to foster team growth and resilience.
- Promoting a culture of accountability and ownership within teams.

### Day 7: Strategic Planning and Execution

- Comprehensive strategic planning process, including setting vision, mission, and goals.
- Utilizing SWOT analysis and environmental scanning for strategic alignment.
- Formulating strategic objectives, aligning resources, and monitoring strategic initiatives.
- Case study: Successful implementation of a strategic plan and lessons learned.

### Day 8: Innovation and Creativity in Leadership

- The role of innovation in strategic leadership and creating an innovation-centric culture.
- Encouraging creative problem-solving and managing innovation projects.
- Overcoming barriers to innovation and leveraging technology for digital transformation.
- Case study: Notable success stories in strategic innovation.

### Day 9: Navigating Organizational Change

- Leading through periods of change using established strategic management frameworks.
- Effective communication of change and managing resistance.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The board is set on a checkered pattern. In the background, there are concentric circles radiating from the center, suggesting a strategic or analytical theme.

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- Techniques for involving stakeholders and sustaining change over time.
- Case study: Analyzing a successful organizational change management strategy.

### Day 10: Leadership Impact and Legacy

- Reflecting on leadership journeys and building a sustainable leadership legacy.
- Planning for succession and talent management for future leaders.
- Ethical leadership and corporate social responsibility as essential parts of leadership.
- Developing a personal action plan to commit to ongoing growth.
- Course wrap-up and reflections on strategic leadership principles.

### Conclusion

This strategic management training course offers valuable insights for professionals seeking a strategic management certification or aiming for strategic management positions. It covers strategic operations management, strategic design management, and strategic property management, preparing participants to manage the complexities of leadership in modern organizations. Graduates will leave with a clear understanding of the definition of strategic management and the importance of strategic management in ensuring business growth, profitability, and a competitive edge.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) in gold and silver. The board is set against a background of concentric white circles on a light gray gradient.

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