BLACKBIRD FOR TRAINING

Strategic leadership for a visionary future for your bank

30 November – 4 December 2026
Casablanca (Morocco)

UK Traininig
PARTNER



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Introduction

The "Strategic Leadership for a Visionary Future for Your Bank" course is meticulously crafted to empower banking leaders with the knowledge and tools to navigate the ever-evolving financial sector. Participants will explore the meaning and importance of strategic leadership, develop innovative strategies, and drive sustainable growth within their institutions.

This course provides actionable frameworks and cutting-edge techniques, enabling executives to harness strategic leadership skills to shape the future of their organizations. By addressing the challenges and opportunities in modern banking, attendees will leave with the confidence and expertise to lead with vision and purpose.

Course Objectives

- Understand strategic leadership: Learn what strategic leadership is and how it drives institutional success.
- Develop key leadership skills: Enhance decision-making, strategic thinking, and long-term planning capabilities.
- Master innovation management: Implement the 70/20/10 model for balanced innovation investments.
- Achieve strategic leadership certification: Elevate your credentials in global strategic leadership development.
- Reinvent banking business models: Acquire the tools to innovate and refine business models tailored to banking needs.
- Focus on leadership importance: Learn how to prioritize challenges and build resilience for sustainable success.



Course Outlines

Day 1: Strategic Intent and Planning in Banking

- Align strategy-making with competitive market conditions.
- Explore four strategic styles and determine which aligns with your bank's goals.
- Address the role of strategic leadership in organizations to enhance adaptability.
- Develop a strategic intent focusing on one critical challenge at a time.
- Transform strategic goals into tangible results through relentless focus and drive.

Day 2: Managing Innovation in Banking

- Assess the returns on innovation investments specific to the banking sector.
- Apply the 70/20/10 innovation investment ratio effectively.
- Build diverse teams with specialized banking sector expertise.
- Use alternative budgeting approaches to fund breakthrough initiatives.
- Measure innovation success with non-financial metrics during initial phases.
- Review case studies on successful innovation in the financial industry.

Day 3: Leading Change in Banking and Avoiding Transformation Failures

- Navigate the stages of institutional transformation with strategic oversight.
- Avoid pitfalls common to large-scale change in banking sector performance.
- Balance organizational efforts to maximize success rates in transitions.
- Analyze case studies to understand key mistakes and successes in banking transformations.

Day 4: Reinventing Business Models in Banking

- Understand the importance of strategic leadership in reimagining business models.
- Evaluate your current business model using critical questions.
- Implement a three-step approach to business model innovation:
    1. Identify customer needs.
    2. Develop tailored solutions.
    3. Ensure profitability and long-term relevance.
- Explore case studies showcasing innovative business models in the banking industry.

Day 5: Leadership with Impact

- Enhance influence through personal branding and authentic communication.
- Foster employee engagement by adapting leadership strategies to the digital era.
- Build a culture of collaboration using conversational leadership principles.
- Explore start-up methodologies to inject agility into larger banking organizations.
- Develop a leadership style rooted in inclusion, interactivity, and intentionality.



Why Attend This Course: Wins & Losses!

- Gain a profound understanding of effective strategic leadership and its role in organizational success.
- Master strategic leadership strategies that empower you to tackle modern banking challenges.
- Acquire advanced skills in decision-making, innovation, and business model design.
- Learn how to manage organizational change with confidence and precision.
- Leave with actionable insights into the advantages of strategic leadership for driving growth.

Conclusion

The "Strategic Leadership for a Visionary Future for Your Bank" course is more than just training—it's a transformative experience designed to equip leaders with the tools they need to thrive in a competitive banking environment. By focusing on global strategic leadership and actionable outcomes, this course ensures participants are prepared to lead their institutions toward a sustainable and innovative future.

Seize this opportunity to elevate your leadership potential. Enroll now!

