BLACKBIRD FOR TRAINING

The Manager as a Strategic Leader

8 – 12 November 2027
Lyon (France)



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Ref: 3254396_309174 **Date:** 8 – 12 November 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Introduction

Welcome to "The Manager as a Strategic Leader" course, where traditional management meets the dynamic demands of strategic management. In today's complex and competitive business world, organizations require more than operational oversight; they need leaders who can define and execute bold strategies that drive growth and innovation.

This course is designed to help professionals evolve from managers to strategic leaders by mastering the strategic management process, fostering adaptability, and developing a vision that aligns with organizational goals and market trends. Whether you aim to learn how to lead a strategic planning process, improve your strategic risk management skills, or become a strategic project leader, this course equips you with the tools, strategies, and mindset needed to excel.

Course Objectives

By completing this course, participants will:

- Understand the strategic management definition and its role in achieving organizational success.
- Explore the qualities of a strategic leader and how to apply them in their managerial roles.
- Learn how to lead a strategic planning process and align it with organizational objectives.
- Develop the skills needed to navigate the strategic management process, including risk assessment and adaptability.
- Gain insights into the role of a leader in strategic management and its impact on long-term growth.
- Build high-performing teams by fostering collaboration, trust, and inclusion.
- Learn to use strategic management solutions and data analytics to inform decision-making.
- Understand why strategic management is important for driving sustainability and competitive advantage.
- Receive actionable strategies for continuous improvement and strategic risk management.
- Achieve the knowledge and credentials needed to pursue strategic management certification and lead effectively in complex environments.



Course Outlines

Day 1: Foundations of Strategic Leadership

- Understanding what is a strategic leader: The transition from traditional management to strategic leadership.
- The strategic management definition: What it means and why it matters.
- The role of a leader in strategic management: How leaders drive organizational change and innovation.
- Cultivating a strategic leadership mindset: Agility, resilience, and emotional intelligence.
- Analyzing external market trends and disruptions to inform strategic management solutions.

Day 2: Visionary Leadership in a Digital Age

- Embracing digital transformation and its impact on strategic planning management.
- Developing a visionary strategy aligned with market dynamics and organizational goals.
- Using technology and data analytics to support strategic planning management and decision-making.
- Leading with purpose: Inspiring stakeholders to align with the organization's vision.

Day 3: Adaptive Leadership and Change Management

- Understanding the dynamics of change and its importance in the strategic management process.
- Effective change management: Engaging stakeholders and addressing resistance.
- Building a culture of agility and innovation to drive organizational success.
- Strategies to enhance strategic risk management and navigate uncertainty.

Day 4: Building High-Performing Teams

- The role of a strategic leader in identifying and nurturing talent.
- Cultivating trust, accountability, and collaboration in team environments.
- Empowering teams to embrace diversity, equity, and inclusion as drivers of innovation.
- Leveraging team dynamics to achieve strategic project leader objectives and maximize performance.

Day 5: Driving Sustainable Growth and Impact

- Aligning strategies with sustainability and ethical principles.
- Measuring and evaluating the success of strategic planning management efforts.
- Creating a roadmap for continuous improvement and leadership development.
- The strategic leader as a catalyst for positive change in the organization and community.



Why Attend This Course: Wins & Losses!

- Strategic Leadership Expertise: Gain the tools and mindset to transition from a manager to a strategic leader.
- Enhanced Decision-Making: Learn to use strategic management solutions and analytics to make informed decisions.
- Team Empowerment: Build high-performing teams that drive innovation and execute strategies effectively.
- Risk Management Mastery: Develop advanced skills in strategic risk management to navigate uncertainty.
- Certification Opportunity: Position yourself for career advancement with strategic management certification.

Conclusion

The "Manager as a Strategic Leader" course provides a transformative learning experience that empowers professionals to lead with vision, adaptability, and purpose. By mastering the strategic management process and embracing the qualities of a strategic leader, participants will be equipped to make data-driven decisions, foster innovation, and drive sustainable growth.

Whether you aim to earn a strategic management certification, refine your strategic planning management skills, or become a strategic project leader, this course offers the insights and tools needed to excel in today's fast-evolving business landscape.

Join us today and take the first step toward becoming a strategic leader who drives real change!

