BLACKBIRD FOR TRAINING

Comprehensive Course in Leadership & Strategic Management

1 – 12 March 2027
Lisbon (Portugal)

UK Traininig
PARTNER



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Ref: 3254441_310468 **Date:** 1 – 12 March 2027 **Location:** Lisbon (Portugal) **Fees:** 9400 GBP



Introduction

In today's dynamic and uncertain business landscape, effective leadership and strategic management are essential for driving organizational success. The Leadership & Strategic Management Training Course is designed to equip participants with the skills and insights needed to lead with confidence and navigate the complexities of modern organizations. This strategic management course focuses on managing the strategic process, developing leadership capabilities, and delivering strategic management solutions that foster growth and resilience.

Participants will explore key strategic management concepts, gain hands-on experience in strategic supply chain management, and understand the importance of strategic management in achieving profitability and long-term sustainability. This comprehensive program also serves as a pathway toward earning a strategic management certificate, positioning participants for strategic management positions in various industries.

Course Objectives

By the end of this course, participants will:

- Understand the definition of strategic management and its role in modern organizations.
- Differentiate between leadership, management, and the key elements of influence and power.
- Master the strategic management process, including planning, execution, and evaluation.
- Learn how to implement strategic management solutions and navigate risk and strategic management challenges.
- Explore the relationship between leadership and strategic supply chain management to drive innovation.
- Develop advanced communication, negotiation, and decision-making skills essential for strategic management positions.
- Leverage strategic tools like SWOT analysis to align goals and resources effectively.
- Gain insights into strategic design management, strategic operations management, and strategic property management.

Course Outlines

Day 1: Strategic Leadership

- Definition of Strategic Leadership: The importance of strategic leadership in a dynamic business environment.
- Role of a Strategic Leader: Managing the strategic process and enhancing personal effectiveness.
- Self-Awareness and Transformation: Strategies for personal development in leadership.
- Impact of Values and Behaviors: How personality influences leadership styles.



Day 2: Leadership Development

- Essentials of Strategic Management: Explore the fundamentals of strategic leadership.
- Core Leadership Competencies: Align leadership development with strategic management concepts.
- Strategic Thinking Frameworks: Methods for enhancing decision-making and innovation.
- Leadership Evolution: Understand the progression of strategic planning in leadership.

Day 3: Leadership and Change

- Change Management Models: History and frameworks for managing organizational change.
- Risk and Strategic Management: Develop strategies to mitigate risks during change initiatives.
- Cross-Cultural Challenges: Techniques for leading diverse teams and suppliers effectively.
- Strategic Supplier Management: Building strong relationships with suppliers for innovation.

Day 4: Strategies for Growth and Value Creation

- Growth vs. Profitability: Balancing strategic goals in public and private sectors.
- Strategic Success Factors: Distinguish success from failure with strategic management solutions.
- Actionable Plans: Developing and implementing strategic initiatives.
- Stakeholder Engagement: Effective communication to build support for strategic initiatives.

Day 5: Motivation and Influence

- Leadership Through Motivation: Engage and inspire modern workforces, including millennials.
- Expectancy Theory: Foster self-driven teams through strategic leadership techniques.
- Contemporary Leadership Styles: Explore innovative approaches to leadership.

Day 6: Advanced Leadership Skills

- Strategic Influence: Master advanced communication and negotiation skills.
- Emotional Intelligence in Leadership: Use EQ for conflict resolution and stress management.
- Team Coaching: Foster resilience and accountability in teams.
- Promoting Ownership: Build a culture of accountability within the organization.

Day 7: Strategic Planning and Execution

- Comprehensive Planning: Set vision, mission, and goals for organizational success.
- Strategic Alignment: Use tools like SWOT analysis and environmental scanning for effective resource allocation.
- Execution Frameworks: Monitor and adjust strategic initiatives to achieve desired outcomes.



Day 8: Innovation and Creativity in Leadership

- Innovation in Strategy: Encourage a culture of creativity and transformation.
- Problem-Solving Techniques: Use innovative approaches for organizational challenges.
- Digital Transformation: Leverage technology for competitive advantage.

Day 9: Navigating Organizational Change

- Change Leadership Frameworks: Communicate and manage resistance effectively.
- Stakeholder Engagement: Sustain change by involving key contributors.
- Case Studies: Learn from successful examples of organizational transformation.

Day 10: Leadership Impact and Legacy

- Building a Legacy: Develop a sustainable leadership approach for long-term impact.
- Succession Planning: Identify and nurture future leaders.
- Ethical Leadership: Emphasize corporate social responsibility and sustainability.
- Personal Growth Plan: Commit to ongoing leadership development.

Why Attend this Course: Wins & Losses!

- Certification: Earn a strategic management certificate, enhancing your credibility and career prospects.
- Comprehensive Training: Cover critical areas such as strategic design management, strategic property management, and strategic operations management.
- Career Growth: Position yourself for high-demand strategic management positions in various industries.
- Practical Insights: Apply strategic management concepts and tools to real-world challenges.
- Networking Opportunities: Connect with professionals and thought leaders in strategic management society settings.
- Enhanced Leadership Skills: Develop advanced communication, negotiation, and innovation capabilities.

Conclusion

The Leadership & Strategic Management Training Course is an exceptional opportunity for professionals seeking to excel in strategic management positions. This course provides a thorough understanding of the importance of strategic management, equipping participants with the knowledge and tools to succeed in today's competitive landscape.

By exploring the strategic management process and implementing actionable strategies, participants will leave with a clear path to achieving growth, profitability, and sustainable success. Whether you're aiming for a strategic management certification or seeking to enhance your leadership legacy, this course is your gateway to becoming a leader in strategic management services.



Take the first step toward mastering management and strategic management—enroll today and redefine your leadership potential!

