BLACKBIRD FOR TRAINING

Senior Executive Leadership: Leading Vision and Creating Impact

12 – 16 April 2027
Casablanca (Morocco)



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Ref: 3255487_343299 **Date:** 12 – 16 April 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

The Executive Senior Leadership Program is an advanced and comprehensive program designed specifically to prepare senior leaders, top managers, and decision-makers to lead their organizations effectively in complex and rapidly changing environments. The program focuses on moving beyond operational management toward impactful strategic leadership, while deepening participants' understanding of the executive leader's role in shaping vision, making critical decisions, building organizational culture, and ensuring long-term sustainability and excellence.

The program emphasizes both the strategic and human dimensions of executive leadership, including governance, stakeholder management, leading change, foresight and strategic thinking, and building trust across the organization. It balances strategic perspective with practical application through real-world case studies and executive-level exercises that reflect actual leadership challenges.

This course is designed for CEOs, general managers, vice presidents, senior executives, and high-potential leaders preparing to step into executive leadership roles. It equips participants with advanced leadership tools and a recognized certification in executive senior leadership.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of senior leadership and clearly distinguish between executive leadership and operational management.
- Develop an executive leadership mindset capable of guiding organizations in complex and uncertain environments.
- Formulate a long-term strategic vision and align it with governance and organizational performance.
- Strengthen executive decision-making skills under pressure and risk.
- Lead organizational change and transformation with effectiveness and sustainability.
- Manage key stakeholders and build influential strategic partnerships.
- Embed a leadership culture based on values, integrity, and accountability.
- Align strategy with organizational resources and capabilities.
- Manage enterprise-level performance using strategic performance indicators.
- Design a personal executive leadership development plan aligned with the participant's career path.



Course Outlines

Day One: Executive Mindset and Self-Leadership

- Transitioning from managerial thinking to executive thinking.
- Self-awareness and its impact on senior leadership effectiveness.
- Executive leadership styles and their influence on the organization.
- Managing pressure and responsibility in senior leadership roles.
- Building credibility and executive presence.

Day Two: Strategic Leadership and Decision-Making

- Strategic and foresight thinking for executive leaders.
- Tools for analyzing the internal and external environment.
- Decision-making under uncertainty and risk management.
- Evaluating and prioritizing strategic alternatives.
- Case studies of executive-level decisions.

Day Three: Governance, Values, and Ethical Leadership

- The role of senior leadership in corporate governance.
- Values-based and ethical leadership.
- Accountability and transparency at the executive level.
- Building trust with boards and key stakeholders.
- Crisis management from an executive leadership perspective.

Day Four: Leading Change and Managing Organizational Performance

- Leading organizational transformation and strategic change.
- Understanding and addressing resistance to change.
- Translating vision into execution and performance indicators.
- Talent management and developing second-line leaders.
- Building a high-performance and sustainable culture.

Day Five: Executive Influence and Leadership Legacy

- Executive influence at the organizational and market levels.
- Effective executive communication with senior leaders and decision-makers.
- Building and sustaining strategic relationships and alliances.
- Designing a personal executive leadership roadmap.
- Comprehensive practical exercise integrating all course themes.



Why Attend This Course: Wins & Losses!

- Develop a strong executive leadership vision to guide the organization with confidence.
- Enhance the ability to make high-impact strategic decisions.
- Acquire advanced tools for leading organizational change and transformation.
- Gain a deep understanding of executive leadership roles in governance, performance, and sustainability.
- Earn a recognized certification in senior executive leadership.
- Build a practical leadership plan that supports long-term career success.

Conclusion

The Executive Senior Leadership Course represents a strategic investment in your leadership future and your organizational impact. It goes beyond skill development to reshape the way executive leaders think, influence, and lead, enabling them to guide their organizations with clarity, confidence, and sustainability.

If you are seeking to move to the next level of leadership, create meaningful organizational impact, and build a lasting leadership legacy, this course provides the vision, tools, and readiness to help you achieve that goal.

