BLACKBIRD FOR TRAINING

Strategic Leadership & Business Performance Management

18 – 22 July 2027
Tunis (Tunisia)



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Introduction

In today's dynamic and competitive business environment, organizations need leaders who can translate strategic priorities into measurable business results. The **Strategic Leadership & Business Performance Management Training Course** is designed to equip managers and professionals with the knowledge, skills, and practical frameworks required to lead strategically, improve organizational performance, make informed decisions, and achieve sustainable business results.

This comprehensive 1-week program focuses on strategic leadership, business performance management, strategic planning and execution, performance measurement, organizational change, risk management, decision-making, and continuous improvement. Participants will learn how to align people, resources, objectives, and performance measures to support organizational strategy and create sustainable value.

Course Objectives

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

- Understand the principles and importance of strategic leadership and business performance management.
- Connect organizational strategy with measurable business performance.
- Develop strategic thinking and effective decision-making capabilities.
- Apply the strategic management process from planning through execution and performance evaluation.
- Establish clear strategic objectives, performance targets, and Key Performance Indicators KPIs.
- Use strategic tools such as SWOT analysis and environmental scanning to support business decisions.
- Align organizational resources, activities, and performance with strategic priorities.
- Monitor business performance and identify areas for improvement.
- Lead organizational change and performance improvement initiatives.
- Strengthen communication, influence, negotiation, and stakeholder management skills.
- Identify, assess, and manage strategic risks that may affect business performance.
- Build organizational resilience, accountability, and a performance-oriented culture.
- Develop practical strategies for improving organizational efficiency, effectiveness, and sustainable results.
- Develop an actionable strategic leadership and business performance improvement plan.

Course Outline



Day 1: Strategic Leadership & Business Performance

- Introduction to Strategic Leadership and Business Performance Management
- The Relationship Between Strategy, Leadership, and Business Performance
- Strategic Leadership in a Competitive Business Environment
- Leadership vs. Management
- The Role of Strategic Leaders in Driving Organizational Performance
- Leadership Styles and Their Impact on Performance
- Organizational Values, Behaviors, and Performance Culture
- Developing a Strategic and Performance-Oriented Leadership Mindset

Day 2: Strategic Thinking & Business Decision-Making

- Understanding Strategic Thinking
- Strategic Thinking Frameworks
- Critical and Analytical Thinking for Business Leaders
- Strategic Decision-Making Models
- Decision-Making Under Complexity and Uncertainty
- Identifying Business Opportunities and Strategic Challenges
- SWOT Analysis and Environmental Scanning
- Aligning Business Decisions with Strategic Objectives
- Prioritizing Strategic Initiatives and Resources

Day 3: Strategic Planning, Execution & Performance Measurement

- The Strategic Management and Performance Management Process
- Developing Vision, Mission, and Strategic Objectives
- Translating Strategic Goals into Business Performance Targets
- Strategy Formulation and Strategic Alignment
- Strategy Execution and Organizational Accountability
- Developing Key Performance Indicators KPIs
- Performance Measurement and Performance Dashboards
- Monitoring Strategic and Operational Performance
- Identifying Performance Gaps and Corrective Actions

Day 4: Performance Improvement & Organizational Change



- Understanding Organizational Performance Gaps
- Identifying the Drivers of Business Performance
- Continuous Improvement Principles
- Change Management and Performance Transformation
- The Role of Leadership in Performance Improvement
- Managing Resistance to Change
- Stakeholder Engagement During Transformation
- Improving Organizational Efficiency and Effectiveness
- Building a Culture of Accountability and Continuous Improvement
- Sustaining Performance Improvements

Day 5: Leadership, Communication & People Performance

- Strategic Communication for Business Leaders
- Influence and Power in Organizations
- Negotiation and Stakeholder Management
- Emotional Intelligence and Leadership Effectiveness
- Managing Conflict and Difficult Situations
- Employee Motivation and Engagement
- Building High-Performance Teams
- Coaching and Performance Feedback
- Accountability and Empowerment
- Aligning Individual and Team Performance with Organizational Objectives

Day 6: Strategic Risk Management & Business Resilience

- Understanding Strategic Risk and Its Impact on Business Performance
- Identifying and Assessing Strategic Risks
- Risk-Based Strategic Decision-Making
- Enterprise Risk Management Principles
- Linking Risk Management with Business Performance
- Scenario Planning and Business Continuity
- Crisis Leadership and Decision-Making
- Building Organizational Resilience
- Managing Emerging and Disruptive Business Risks
- Developing Strategic Risk Mitigation Strategies

Day 7: Business Performance Excellence & Strategic Action Planning



- Integrating Strategic Leadership with Business Performance Management
- Performance Review and Strategic Evaluation
- Measuring Organizational Effectiveness and Business Results
- Identifying and Closing Performance Gaps
- Sustainable Business Performance and Long-Term Value Creation
- Ethical and Responsible Leadership
- Building a High-Performance Organizational Culture
- Leadership Impact on Business Results
- Practical Case Study: Developing a Business Performance Improvement Strategy
- Developing an Individual Strategic Leadership and Performance Action Plan
- Course Review and Key Takeaways

Why Attend This Course? Wins & Losses!

Wins

- **Strengthen Strategic Leadership:** Develop the ability to connect leadership decisions with measurable business results.
- **Improve Business Performance:** Learn how to identify performance gaps and develop targeted improvement strategies.
- **Master Strategy Execution:** Translate strategic objectives into actionable initiatives, targets, and measurable outcomes.
- **Improve Decision-Making:** Apply structured strategic and analytical approaches to complex business decisions.
- **Develop Effective KPIs:** Learn how to establish meaningful performance indicators aligned with organizational strategy.
- **Build a Performance Culture:** Strengthen accountability, employee engagement, and organizational ownership.
- **Lead Performance Improvement:** Develop the skills to manage change and improve organizational efficiency and effectiveness.
- **Manage Strategic Risk:** Understand how strategic risks can affect business performance and organizational results.
- **Strengthen Organizational Resilience:** Develop strategies for maintaining performance during uncertainty and disruption.
- **Create Sustainable Business Results:** Connect strategic leadership, performance measurement, and continuous improvement to long-term organizational success.

Losses If You Don't Attend

Without strong strategic leadership and business performance management capabilities, organizations may experience:



- Poor alignment between strategy and actual business performance.
- Unclear objectives, priorities, and performance expectations.
- Weak performance measurement and ineffective KPIs.
- Difficulty identifying and closing performance gaps.
- Poor strategic decision-making and inefficient resource allocation.
- Resistance to organizational change and performance improvement.
- Weak accountability across teams and departments.
- Increased exposure to strategic and operational risks.
- Reduced organizational efficiency and effectiveness.
- Missed opportunities to improve sustainable business performance.

Conclusion

The **Strategic Leadership & Business Performance Management Training Course** provides a focused 1-week learning experience for professionals seeking to strengthen their ability to lead strategically and improve organizational performance.

By combining strategic leadership, business performance measurement, strategic planning and execution, performance improvement, people management, organizational change, and strategic risk management, the course provides participants with a practical framework for turning strategy into measurable business results.

Participants will leave the program with practical performance management tools, enhanced strategic leadership capabilities, and an actionable plan for improving performance and creating sustainable value within their organizations.

Frequently Asked Questions FAQ

1. Who should attend this course?

The course is suitable for executives, managers, department heads, business unit leaders, supervisors, team leaders, project managers, performance management professionals, and senior professionals responsible for organizational performance and strategic execution.

2. How long is the course?

The course is delivered over **1 week**, with **4 training hours per day**, for a total of **28 training hours**.

3. Is the course theoretical or practical?

The course combines **strategic concepts with practical application**, including case studies, performance analysis, strategic exercises, decision-making scenarios, discussions, and business examples.

4. Do participants need previous experience in performance management?



Previous management or professional experience is beneficial but not mandatory. Participants should ideally have some exposure to organizational planning, management, or business operations.

5. What performance management tools will participants learn?

Participants will explore **Key Performance Indicators KPIs, performance targets, performance dashboards, SWOT analysis, environmental scanning, strategic planning frameworks, performance gap analysis, and strategic risk assessment approaches**.

6. Does the course cover KPIs?

Yes. **Day 3** specifically covers the development and use of KPIs, performance targets, performance dashboards, performance monitoring, and corrective actions.

7. Does the course cover strategic planning and execution?

Yes. Participants will learn how to translate strategic objectives into actionable initiatives, align resources with priorities, establish performance targets, and monitor strategy execution.

8. Does the course cover organizational change?

Yes. **Day 4** focuses on performance improvement and organizational change, including change management, resistance to change, stakeholder engagement, and sustaining performance improvements.

9. Does the course cover strategic risk management?

Yes. **Day 6** focuses on Strategic Risk Management & Business Resilience and examines how strategic risks can affect business performance, decision-making, continuity, and organizational resilience.

10. Will participants receive a certificate?

Participants who successfully complete the program will receive a **Certificate of Attendance/Completion** in accordance with the training provider's certification policy.

11. Can the course be customized?

Yes. The course can be customized according to the participants' industry, organizational objectives, performance challenges, management responsibilities, and specific learning requirements.

12. What will participants gain from the course?



Participants will gain the ability to **connect strategy with measurable performance, establish meaningful KPIs, identify performance gaps, improve decision-making, lead performance improvement initiatives, manage strategic risks, and develop sustainable business performance strategies**.

