MERCURY

Strategic Leadership & Planning for Business Success

18 – 22 July 2027
Cairo (Egypt)



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Ref: 121459_1033465 **Date:** 18 – 22 July 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction

Strategic leadership and effective planning are essential capabilities for organizations aiming to achieve sustainable growth and competitive advantage in today's dynamic business environment. This Strategic Leadership & Planning for Business Success course provides professionals with a structured approach to aligning vision, strategy, and execution for long-term success. It explores the principles of strategic management, leadership decision-making, and organizational transformation in a highly practical and applicable manner. Participants will examine how to develop strategic plans, evaluate business opportunities, and lead teams through complex challenges. The program emphasizes integrating leadership strategies with business planning frameworks to drive measurable outcomes. Participants will lead strategic initiatives, enhance organizational performance, and achieve business success through informed planning and leadership excellence.

Targeted Groups

This Strategic Leadership & Planning for Business Success training targets professionals seeking knowledge and skills:

- Senior executives are responsible for strategic direction.
- Business leaders are aiming to improve decision-making.
- Strategy managers are developing organizational plans.
- Entrepreneurs seeking business growth strategies.
- Project managers align execution with strategy.
- Department heads leading performance improvement.
- Consultants advising on strategic transformation.
- Professionals transitioning into leadership roles.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Leadership & Planning for Business Success course:

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- Understand core concepts of strategic leadership and planning.
- Analyze internal and external business environments effectively.
- Develop strategic plans aligned with organizational vision.
- Apply strategic thinking in complex business situations.
- Evaluate competitive positioning and market dynamics.
- Design actionable business strategies for sustainable growth.
- Improve leadership decision-making and problem-solving skills.
- Integrate performance management with strategic objectives.
- Lead organizational change and transformation initiatives.
- Enhance communication of strategic vision across teams.
- Identify risks and opportunities in business planning.
- Apply tools for strategic analysis and execution.
- Strengthen alignment between leadership and business goals.

Targeted Competencies

Participants will gain the following competencies during the Strategic Leadership & Planning for Business Success program:

- Strategic thinking and long-term planning capability.
- Leadership decision-making in complex environments.
- Business analysis and market evaluation skills.
- Organizational alignment and goal setting.
- Risk assessment and opportunity identification.
- Performance management and strategic control.
- Effective communication of strategic vision.
- Change management and transformational leadership.
- Problem-solving in strategic business contexts.
- Execution of business strategies and initiatives.

Studying Scenarios

In this Strategic Leadership & Planning for Business Success training, participants develop skills through the following scenarios:

- Analyzing a company facing a declining market share.
- Developing a strategic plan for business expansion.
- Leading organizational change during restructuring.
- Evaluating competitive strategies in dynamic markets.
- Aligning departmental goals with corporate strategy.
- Managing risks in long-term business planning.
- Improving decision-making under uncertain conditions.

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Course Content

Unit 1: Foundations of Strategic Leadership

- Define strategic leadership and its role in business success.
- Understand the relationship between leadership and strategy.
- Identify key leadership styles in strategic management.
- Explore the impact of vision, mission, and values on planning.
- Analyze leadership competencies required for strategic success.
- Examine real-world examples of effective strategic leadership.
- Understand ethical leadership in business strategy.
- Evaluate leadership challenges in modern organizations.

Unit 2: Strategic Planning Frameworks and Models

- Understand the strategic planning process step-by-step.
- Analyze internal environments using structured tools.
- Evaluate external environments and market conditions.
- Apply SWOT analysis for strategic decision-making.
- Explore PESTLE analysis for macro-environment assessment.
- Understand competitive strategy and positioning models.
- Develop strategic objectives aligned with business goals.
- Translate vision into actionable strategic plans.

Unit 3: Strategic Analysis and Decision-Making

- Conduct a comprehensive business analysis for planning.
- Identify key drivers of competitive advantage.
- Evaluate industry trends and market opportunities.
- Apply data-driven decision-making techniques.
- Assess risks and uncertainties in strategic choices.
- Develop alternative strategies for different scenarios.
- Prioritize strategic initiatives based on impact.
- Improve decision-making through critical thinking frameworks.

Unit 4: Strategy Execution and Performance Management

- Understand the importance of strategy execution.
- Align organizational structure with strategic objectives.
- Develop performance metrics and key performance indicators.
- Monitor the progress of strategic initiatives effectively.
- Manage resources for optimal strategic outcomes.
- Address challenges in strategy implementation.
- Enhance accountability and ownership across teams.
- Evaluate performance and adjust strategies as needed.

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Unit 5: Leadership in Change and Business Transformation

- Understand change management principles in strategy.
- Lead organizational transformation initiatives.
- Communicate strategic changes effectively to stakeholders.
- Overcome resistance to change in organizations.
- Build a culture of innovation and continuous improvement.
- Align teams with new strategic directions.
- Evaluate the impact of transformation on performance.
- Sustain long-term business success through adaptive leadership.

Final Insights & Key Takeaways

Strategic leadership and planning are critical drivers of sustainable business success, enabling organizations to navigate complexity and achieve long-term objectives. Mastering these capabilities empowers leaders to align vision, strategy, and execution while maintaining competitive advantage in evolving markets.