MERCURY

Creative Strategic Planning and Leadership Training Conference

15 – 26 November 2026
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 8186_1060187 **Date:** 15 – 26 November 2026 **Location:** Doha (Qatar) **Fees:** 9900 Euro

Introduction:

This creative, strategic planning and leadership conference is designed to provide leaders and professionals with transformational tools and techniques to help them maximize their own and their team's creative potential in strategic contexts. It starts with self-discovery: Participants will work on the inside first and then focus outwards to impact the business world.

The first week of this two-week seminar will focus on thinking differently. In this strategic planning and creative leadership seminar, participants should be prepared to move out of their comfort zones and experiment with new ways of creating and communicating an inspiring leadership vision.

The second week helps demystify the often misunderstood concept of 'strategy.' While focusing on the analytical disciplines upon which successful strategy is based, the workshop centers on strategic planning as a value-adding process that harnesses the leader's and the team's ability to blend analysis with creative thinking and enables ideas and plans to be nurtured into reality.

Harnessing Creative Strategy in Strategic Planning:

This strategic planning and creative leadership training aims to bridge the gap between abstract strategic concepts and practical implementation by incorporating elements of creative leadership and creative strategy into strategic planning. Participants will be empowered to formulate strategic plans and develop creative approaches to leadership and problem-solving within their organizational contexts.

Targeted Groups:

- Head of departments.
- Managers at all managerial levels.
- Supervisors and Team Leaders.
- Project managers.

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Conference Objectives:

By the end of this strategic planning and creative leadership conference, participants will be able to:

- Demonstrate innovative methods for harnessing others' creative potential.
- Communicate their vision in refreshing and engaging ways.
- Define the concepts of 'strategy' and 'strategic plans.'
- Understand and explain visionary thinking as part of the strategic process and apply strategic planning to their management issues.
- Place their part of the organization within the overall context of corporate strategy.
- Gain confidence in managing their contribution to strategic implementation.
- Increase career flexibility vertically and horizontally
- Accelerate thinking speed and problem resolution for dilemmas.
- Understand the impact of operational specialization on corporate strategy.
- Improve team working capabilities in analyzing and solving strategic problems creatively.
- Improve skills in ensuring the most effective impact of individual specializations.
- Greater motivation through multiple organizational levels

Targeted Competencies:

By the end of this strategic planning and creative leadership conference, target competencies will:

- Leadership skills.
- Strategic planning.
- Strategic thinking.
- Innovation.
- Problem-solving.
- Decision making.
- Communication skills.

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Conference Content:

Unit 1: Creative Problem-Solving:

- Leadership reality assessment.
- Leadership VS Management.
- Understand our brain function.
- Myths of Creativity.
- The limitations of the rational.
- Divergent approaches to problem-solving.
- Letting go of logic.
- Analogous thinking modes.
- Convergent and divergent modes.

Unit 2: Overcoming Personal Blockers to Creativity:

- Sigmoid Curve - Lifecycle Model.
- Continuous improvement.
- Breakthrough step change.
- Self-awareness and the Nature of the Ego.
- Personal goal alignment.
- Understand adaptation and innovation: personal preferences for creating meaning.
- Explore attitudes to risk.
- Learn about left-brain and right-brain thinking.

Unit 3: Developing the Vision Creatively:

- Six thinking hats.
- Use differing thinking styles.
- JoHari's window.
- Understand the business plan process and create a vision.
- Harness the power of the team.
- Know the organizational culture and its influence on innovation.
- Letting go of the ego.
- Work with different creative preferences.

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Unit 4: Communicating the Vision Creatively:

- The 7 Steps Creative Process.
- Models of communication.
- Viral visioning.
- Authenticity and trust.
- Know creativity tools, techniques, and strategies.
- Letting go of the vision.
- Lead without directing.
- Possible leadership beliefs.

Unit 5: From Ideas to Action: Creativity and Change:

- Motivation - Hierarchy of Needs.
- Overcoming organizational barriers to creativity and change
- Nurture a learning environment.
- Is Money a motivator?
- Personality Profiling.
- Build a creative consensus.
- Engage stakeholders creatively.
- Influence and motivation through change.

Unit 6: Strategic Thinking and Business Analysis:

- What are strategy and strategic planning?
- Why are strategy and strategic planning important?
- What are the main conceptual frameworks?
- External analysis involves understanding and analyzing business attractiveness, including macro-environmental factors, growth drivers, competitive forces, and market dynamics.
- Benchmark your own strategic position/competitor analysis.
- Analyze customers.
- “Thinking backward from the customer.”

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Unit 7: Internal Analysis and Fusion of Analyses into Strategic Options:

- Understand the interface of external and internal analysis.
- Internal analysis: Financial.
- Internal analysis is non-financial.
- The concept and practicalities of the “balanced scorecard.”
- Diagnose strategic problems and opportunities.
- Know the fusion of analyses into strategic choices - SWOT and the strategy matrix.
- Case examples of strategic choice.

Unit 8: Strategic Plans and the Relevance of Alliances and Joint Ventures:

- Review of the tools used so far.
- The content of a strategy: avoiding “paralysis by analysis.”
- Putting a strategic plan together - the 5-page framework.
- Learn a real-life example of a business strategy/strategy plan.
- Know the strategies for alliances and joint ventures.
- Example of best practice in alliances and joint ventures.

Unit 9: Global Strategy, Teambuilding, and the Management of Internal Communication:

- Understand the essence of globalization and global strategy.
- Know globalization of the strategic dimension.
- Know globalization of the organizational dimension.
- What is the globalization of the human dimension?
- How to build and manage a strategic planning team.
- Communicate strategy throughout the organization.
- Gain your team’s commitment and buy-in to the strategy.

Unit 10: Strategic Implementation and Getting the Value Out of Strategy:

- Learn about effective execution - converting strategic analysis and planning into action.
- Link strategy with operational objectives.
- Implementation - getting practical things done.
- Strategic planning of your career.
- Create tomorrow’s organization out of today’s organization.
- Understand the conclusion of the corporate and individual value of strategic thinking.