MERCURY

Strategic Business & Leadership Training Course

1 – 5 August 2027
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15462_1064052 **Date:** 1 – 5 August 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

In the dynamic landscape of contemporary commerce, the imperative to steer an enterprise toward success necessitates a profound comprehension of its strategic trajectory. The strategic business and leadership training course is crafted to confront the quintessential issues and hurdles professionals wrestle with daily, charting a pathway toward a prosperous future.

This strategic business and leadership training aspires to cultivate and bolster the participant's arsenal with profound knowledge, instilling the confidence to command and navigate the turbulent waters of an intricate business world. It crystallizes the quintessence of abilities indispensable for triumph in strategic business leadership.

This strategic business and leadership course is designed for managers, executives, and employees. It is an eminent accelerator for those eager to elevate their career horizons. It beckons to those determined to imbibe grand experiences that dramatically refine their business and leadership skills.

A deep dive into how leaders make strategic business decisions to tackle complex challenges and drive their organizations forward. An exploration into how non-financial managers can contribute to strategic business solutions by understanding fundamental financial principles and the impact of strategic leadership in business on effectively navigating the marketing landscape for optimal results.

Fostering synergy between business and leadership cultivates a robust organizational culture conducive to strategic growth. Equipping leaders with the coaching skills to guide their teams effectively fosters collaboration and decision-making prowess that resonate with a strategic business leader's vision.

Targeted Groups:

- Senior Executives.
- Business Leaders.
- Entrepreneurs.
- Department Heads.
- Strategic Planners.
- Organizational Development Managers.
- Change Management Leaders.
- Project Directors.
- Business Consultants.
- Leadership Development Professionals.

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Course Objectives:

At the end of this strategic business and leadership course, participants will brandish the capability to:

- Comprehend and exploit the foundational tenets of Personal and Business success.
- Facilitate the assimilation and practice of business administration for non-business-trained professionals.
- Glean a lucid perspective of pivotal business and leadership subjects, the business ecosystem, cardinal concepts, and strategic alternatives.
- Harbinger applies knowledge, instruments, analytical prowess, and financial acumen to bolster the organization's value through strategic thinking.
- Embrace and magnify the leader's role using novel, creative thinking methodologies.
- Attain awareness of the vital strategic business issues confronting organizations striving to survive and flourish and the measures necessary to safeguard and fortify them.

Targeted Competencies:

Participants in this strategic business and leadership training will also sharpen competencies essential in:

- Leadership skills.
- Financial acumen.
- Marketing and sales.
- Business planning.
- Fostering innovation.

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Course Content:

Unit 1: Creative Leadership:

- Welcome, Introduce, and introduce session aims and objectives.
- Think, then answer.
- Creative leadership.
- Historical and cultural examples.
- How do we become creative?
- Introduction to strategic planning.
- Style approach of leadership.
- Blake and Mouton's grid.
- Discussion Q&A.
- Housekeeping.

Day 2: Finance and Accounting for Non-financial Managers:

- A quick review of the last session.
- Housekeeping solution.
- Introduce session aims and objectives.
- The Basic Accounting Equation.
- Transaction Analysis.
- Revenues and Expenses.
- Financial statements.
- Discussion Q&A.
- Application and solution.
- Housekeeping.

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Unit 3: Strategic Planning for Effective Marketing:

- A quick review of the last session.
- Housekeeping solution.
- Introduce session aims and objectives.
- Strategic Thinking.
- Strategic planning
- Marketing strategic planning.
- Continue Marketing strategic planning.
- The Marketing Control Process.
- Discussion Q&A.
- Housekeeping.

Unit 4: Managing Organizational Structure and Culture:

- A quick review of the last session.
- Housekeeping solution.
- Introduce session aims and objectives.
- Organizational structure - the basics.
- Organizational structure design.
- Organizational Culture.
- Discussion Q&A.
- Housekeeping.

Unit 5: Teamwork Leadership:

- A quick review of the last session.
- Housekeeping solution.
- Introduce session aims and objectives.
- Traits of a leader.
- Being a Leader.
- Building a Team.
- Problem-solving and Decision-making.
- Discussion Q&A.
- General review.
- Closing the session, thanking the participants, and granting a certificate are all congratulations to them.