MERCURY

# Leadership & Strategic Impact Training Course

25 April – 6 May 2027
Sharm El-Sheikh (Egypt)



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

MERCURY

# Leadership & Strategic Impact Training Course

**Ref:** 15419_1077761 **Date:** 25 April – 6 May 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 8000 Euro

## Introduction:

This leadership and strategic impact training course empowers delegates with tools and techniques for preparing forecasts and envisioning potential futures while addressing essential leadership skills required to mobilize a workforce, such as communication, persuasion, influence, and delegation. As leaders in their respective organizations, participants will learn to embrace a more flexible and dynamic approach to strategy and strategic planning, embodying what strategic leadership is.

By grasping strategic leadership's importance and benefits, attendees will be equipped to play a transformative role within their organizations, aligning team efforts with a strategic leadership process that drives toward defined strategic leadership goals. Discussing real-life strategic leadership solutions will ensure that participants can practically apply their knowledge in their leadership impact roles, exemplifying why strategic leadership is important and how it can lead to significant strategic impact within their companies.

## The Importance of Strategic Leadership:

Effective strategic leadership is crucial for organizational success in today's fast-paced business environment. This strategic leadership and impact course involves setting a vision for the company, crafting strategic goals, and guiding an organization through change while maintaining a long-term view. It delves into the elements of strategic leadership, providing participants with a strategic leadership framework and a clear understanding of strategic leadership responsibilities. It will enable participants to gain a strategic leadership certificate, highlighting their leadership skills and dedication to impactful leadership.

## Targeted Groups:

- Head of departments.
- Managers at all levels.
- Supervisors and Team leaders.
- Strategic Planning department staff.

## Course Objectives:

By the end of this leadership and strategic impact course, participants will:

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

- Employ a diverse set of strategic analysis tools.
- Understand the necessity of developing scenarios to manage uncertainty effectively.
- Acknowledge the critical role of inquiry before providing solutions.
- Bolster key leadership capabilities encompassing influence, persuasion, and negotiation.
- Identify the qualities in staff necessary for driving successful change.

## Targeted Competencies:

At the end of this leadership and strategic impact training, participants competencies will:

- Strategic Vision Development.
- Effective Decision Making.
- Transformational Leadership Skills.
- Organizational Change Management.
- Advanced Communication Techniques.
- Critical Thinking and Problem Solving.
- Stakeholder Engagement and Management.
- Innovative Thinking and Creativity.
- Emotional Intelligence and Empathy.
- Team Building and Motivation.
- Conflict Resolution and Negotiation.
- Performance Management and Accountability.
- Strategic Planning and Implementation.
- Financial Acumen and Budgeting.
- Risk Management and Mitigation.

## Course Content:

### Unit 1: Strategic Analysis and Strategic Thinking:

- Defining strategy and clarifying common misconceptions.
- Recognizing the significance of stakeholder interests.
- Determining which strategic tool is appropriate for various scenarios.
- Exploring the Life Cycles: Business, Product, and Market.
- Examining tools to understand the business environment.
- Striving for business sustainability through understanding the value chain.

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

## Unit 2: The Planning Process:

- Constructing and managing a strategic planning team.
- Outlining the framework of a strategy to avoid over-analysis.
- Utilizing effective tools like the updated SWOT, Porter's 5 Forces, and GE Matrix.
- Comprehending Strategy Matrix and analyzing business attractiveness.
- Conducting external analysis with the PESTLE tool and market analysis.
- Choosing suitable strategies for the organization.
- Defining goals and objectives: short, medium, and long-term planning specifics.
- Anticipating the unexpected through contingency planning.
- Effectively documenting the strategic plan.

## Unit 3: Strategy, Innovation, and Adaptability:

- The process of strategy development.
- Innovative tools for visualizing potential futures.
- Research on how CEOs apply strategic tools.
- Balancing focus on detail with the big picture.
- Selecting between different types of innovation.
- Managing the innovation cycle and addressing both failures and successes.

## Unit 4: Key Leadership Skills: Communications:

- Examining whether Vision, Mission, and Values are merely words.
- The impact of organizational culture on strategy execution.
- Strategic internal and external communication.
- Maximizing the use of communication channels.
- Assessing persuasion, influence, and negotiation skills.
- Addressing the challenges of virtual communication.

## Unit 5: Communication - The Challenge of Alignment:

- How do we communicate the plan?
- Using multiple channels to get the message across.
- Leveraging people's learning styles to communicate more effectively.
- Communicating strategy through the organization.
- Using Your Emotional Intelligence.
- Dealing with resistance effectively.
- Setting up a Rewards system.
- Celebrating success - but not stopping the momentum.

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

## Unit 6: Strategic Implementation:

- Translating planning into action effectively.
- Project management tools for planning the execution.
- Creating benchmarks, hurdles, and milestones for outcomes expectation.
- Assembling the team for tasks.
- Setting accountability in place.
- Implementing the Deming model: Plan-Do-Study-Act PDCA for enhanced success.
- Drafting actionable plans.
- Following through with documentation and execution.

## Unit 7: Team Leadership:

- Exploring the roles and responsibilities of team leaders.
- Techniques for motivating individuals and teams.
- Engaging positively with staff.
- Efficient team communication and meeting management.
- Evaluating the effectiveness of various communication channels.
- Personal action planning.

## Unit 8: Measurement for Success:

- Developing relevant and accurate measurement systems.
- Differentiating between KPIs and other measures.
- The balanced scorecard concept: Blending financial and non-financial indicators.
- Conducting organizational performance reviews as a baseline.
- Utilizing the Balanced Scorecard as an Instrument of Success.
- Tying the BSC to a flexible strategic budget.
- Managing the plan using variance analysis.