MERCURY

The Complete Strategy and Leadership Professional

4 – 8 January 2027
Barcelona (Spain)



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

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Ref: 15916_1078579 **Date:** 4 – 8 January 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

Introduction:

In today's dynamic and highly competitive environment, organizations require visionary leaders with advanced strategic thinking and leadership capabilities to navigate complex challenges and seize opportunities. The Complete Strategy and Leadership Professional course empowers professionals with the knowledge, tools, and frameworks to drive organizational success.

This Complete Strategy and Leadership Professional program explores the principles of strategic planning, decision-making, and effective leadership. It enables participants to align their strategies with organizational goals, foster innovation, and confidently lead diverse teams. By mastering these skills, attendees can inspire transformation, enhance performance, and create a lasting impact within their organizations.

The Complete Strategy and Leadership Professional course enhances your strategy and leadership skills. It combines management strategy and leadership techniques with business and organizational strategies. The course covers essential aspects of strategic management and offers deep insights into the role of strategy and leadership in driving organizational success.

Participants will gain expertise in global strategy and leadership, preparing them for consulting roles in these fields. Whether they aim to refine their strategic thinking or enter a leadership consulting role, this Complete Strategy and Leadership Professional training offers the tools and knowledge to elevate their careers in the dynamic world of strategy and leadership.

Targeted Groups:

- Senior Executives and Directors.
- Managers and Team Leaders.
- Strategy and Planning Professionals.
- Business Consultants and Analysts.
- Entrepreneurs and Business Owners.
- Human Resource and Organizational Development Specialists.
- Project and Program Managers.
- Emerging Leaders and High-Potential Employees.

Course Objectives:

At the end of this Complete Strategy and Leadership Professional course, the participants will:

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- Develop advanced strategic planning and implementation skills.
- Enhance leadership capabilities to inspire and motivate teams.
- Master techniques for effective decision-making in complex environments.
- Foster innovation and drive organizational change.
- Strengthen communication and influence to align stakeholders.
- Build high-performing teams through collaboration and trust.
- Analyze challenges critically to develop actionable solutions.
- Align organizational strategies with long-term goals and vision.

Targeted Competencies:

By the end of this Complete Strategy and Leadership Professional program, the participant's competencies will:

- Strategic Thinking and Planning.
- Leadership and Decision-Making.
- Innovation and Change Management.
- Team Building and Collaboration.
- Effective Communication and Influence.
- Problem-solving and Critical Analysis.
- Organizational Alignment and Goal Setting.
- Performance Management and Accountability.

Course Content:

Unit 1: Foundations of Strategic Thinking:

- Understanding the core principles of strategy.
- Exploring the evolution of strategic management.
- Differentiating between vision, mission, and objectives.
- Analyzing internal and external environments.
- Using SWOT and PESTLE analysis for strategic insights.
- Identifying key success factors in strategic planning.

Unit 2: Leadership Excellence and Influence:

- Exploring leadership styles and their impact on organizational culture.
- Developing emotional intelligence for effective leadership.
- Building trust and credibility as a leader.
- Mastering communication techniques for influence.
- Leading by example to inspire performance.
- Navigating ethical dilemmas and fostering integrity.

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Unit 3: Strategic Decision-Making and Problem-Solving:

- Applying frameworks for structured decision-making.
- Leveraging data and analytics for informed decisions.
- Overcoming biases in strategic decision-making.
- Solving complex problems with creative approaches.
- Balancing short-term and long-term priorities in decisions.
- Managing risk and uncertainty in strategic planning.

Unit 4: Innovation and Change Leadership:

- Driving innovation as a tool for competitive advantage.
- Identifying opportunities for disruptive innovation.
- Managing resistance to change within teams.
- Building a culture that embraces continuous improvement.
- Leading transformation initiatives effectively.
- Aligning change management with strategic objectives.

Unit 5: Strategy Execution and Performance Management:

- Translating strategies into actionable plans.
- Setting measurable goals and KPIs for success.
- Monitoring and evaluating strategic progress.
- Aligning resources and operations with strategic priorities.
- Managing accountability and overcoming execution barriers.
- Adapting strategies to respond to dynamic market conditions.