MERCURY

Strategic Management and Leadership Program

18 – 22 January 2027
Vienna (Austria)



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

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Ref: 121436_1078799 **Date:** 18 – 22 January 2027 **Location:** Vienna (Austria) **Fees:** 5900 Euro

Introduction

The Strategic Management and Leadership program equips professionals with the advanced strategic thinking and leadership capabilities essential for today's complex business landscape. This program bridges the gap between theoretical frameworks and practical strategic decision-making, enabling learners to lead organizations toward sustainable competitive advantage. Participants will explore strategic analysis tools, leadership principles, and real-world strategic planning processes that drive organizational performance. The curriculum integrates visionary leadership, stakeholder engagement, and adaptive strategy formulation to nurture influential leaders. Through a blend of conceptual depth and applied scenarios, participants will build confidence in shaping strategy and leading change. This program ultimately strengthens strategic insight and leadership competencies needed for success in dynamic environments.

Targeted Groups

This Strategic Management and Leadership training targets professionals seeking knowledge and skills:

- Mid-level managers striving for strategic leadership roles.
- Team leaders aiming to enhance organizational influence and performance.
- Emerging executives preparing for senior strategic decision-making.
- Strategic planners and analysts focused on competitive advantage.
- Entrepreneurs seeking leadership methods for business growth.
- Professionals aiming to strengthen organizational strategy and leadership capabilities.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Management and Leadership course:

- Master foundational strategic management concepts and leadership theories.
- Analyze organizational environments using advanced strategic tools.
- Formulate effective strategic plans aligned with organizational goals.
- Evaluate internal capabilities and external market dynamics.
- Develop leadership styles suited for strategic influence and team motivation.
- Strengthen skills in decision-making and problem-solving in complex contexts.
- Cultivate agile thinking to adapt strategy amidst uncertainty.
- Integrate ethical leadership practices into strategic actions.
- Enhance communication of strategic priorities and stakeholder engagement.

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Targeted Competencies

Participants will gain the following competencies during the Strategic Management and Leadership program:

- Strategic thinking and long-term organizational planning capabilities.
- Critical analysis of competitive environments and business ecosystems.
- Leadership skills that promote influence, accountability, and innovation.
- Effective decision-making in strategic, operational, and dynamic contexts.
- Competence in designing and implementing strategic plans.
- Communication strength to articulate vision, strategy, and change.
- Change leadership skills to guide teams through transitions.
- Ethical reasoning and responsible leadership practices.
- Ability to apply frameworks for performance measurement and evaluation.
- Insight into stakeholder analysis and strategic engagement strategies.

Studying Scenarios

In this Strategic Management and Leadership training, participants develop skills through the following scenarios:

- Scenario analysis of a company entering new competitive markets.
- Role-play on executive decision-making during disruptive change.
- Case study reviewing strategic planning execution in a multinational firm.
- Simulation of leadership communication in high-stakes stakeholder meetings.
- Strategic risk assessment exercise for an expanding business unit.
- Team challenge on aligning organizational culture with strategic priorities.

Course Content

Unit 1: Fundamentals of Strategic Management and Leadership

- Definition and importance of strategic management in contemporary organizations.
- Core principles of leadership and strategic influence.
- Distinction between vision, mission, and strategic goals.
- Strategic thinking and its role in organizational success.
- Overview of strategic planning phases and cycle.
- Importance of ethical leadership in strategic contexts.
- Relationship between corporate strategy and leadership execution.
- Influence of globalization and digital transformation on strategy.

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Unit 2: Strategic Analysis Tools and Environmental Scanning

- Techniques for internal analysis of organizational strengths and weaknesses.
- External environment assessment using PESTEL analysis.
- Industry structure analysis with Porter's Five Forces model.
- Competitive intelligence and market trend identification.
- SWOT analysis integration and strategic implications.
- Scenario planning for uncertain future conditions.
- Resource-based view and strategic capability evaluation.
- Identification of strategic opportunities and threats.

Unit 3: Strategy Formulation and Leadership Alignment

- Formulation of corporate-level, business-level, and functional strategies.
- Vision and mission refinement for strategic direction.
- Long-term goal setting and measurable strategic objectives.
- Development of growth strategies and diversification options.
- Strategic choice evaluation and prioritization.
- Leadership alignment with strategic intent and organizational culture.
- Stakeholder analysis and engagement strategy design.
- Ethical considerations in strategic decisions and leadership actions.

Unit 4: Strategy Implementation and Performance Leadership

- Translating strategic plans into operational action steps.
- Organizational structure and strategic role assignment.
- Leadership influence in driving implementation success.
- Change management practices for strategic transitions.
- Communication strategies for organizational engagement.
- Resource allocation and budget planning with strategic objectives.
- Performance measurement systems and strategic KPIs.
- Feedback loops and continuous improvement mechanisms.

Unit 5: Strategic Leadership in Dynamic Contexts

- Decision-making models for complex strategic challenges.
- Adaptive leadership and resilience in uncertain environments.
- Innovation leadership for sustainable competitive advantage.
- Cross-cultural leadership and global strategy considerations.
- Ethical leadership and corporate social responsibility in strategy.
- Crisis leadership and strategic agility in disruptions.
- Leadership coaching and talent development strategies.
- Reflection on the impact of leadership and future strategic pathways.

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Final Insights & Key Takeaways

This program empowers professionals to think strategically, act decisively, and lead teams with confidence in a competitive and evolving business world. Participants will emerge ready to shape strategy, inspire others, and drive sustainable organizational success.