MERCURY

Leading Through Strategic Planning & Innovation: Developing Deliverable Strategies

21 December 2026 – 1 January 2027
Vienna (Austria)



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Introduction:

Effective strategic leadership is primary to the future success of any organization. This strategic planning and innovation leadership conference starts with defining a clear vision and setting the leadership team's strategic intent for the organization and its various businesses.

This strategic planning and innovation leadership conference then needs to be translated into an agenda for action, not merely a 'strategic plan' but a set of guidelines or a road map setting out where the business needs to go and empowering managers at all levels to make the multitude of decisions that they need to make in the clear understanding of where the business is heading.

In this strategic planning and innovation leadership conference, strategic leaders and first-line professionals will participate in developing, implementing, and structuring the changes necessary to make a new strategy, vision, or mission work efficiently in today's dynamic environment.

This strategic planning and innovation leadership conference will focus on developing the core strategies and plans to make the organization reach its vision or targets. Then, it will drill more deeply into the organization to develop techniques that get the workforce "on board" with the changes and have them participate in working out the problems and implementing the new strategies.

Targeted Groups:

- Head of departments
- Managers at all managerial levels
- Supervisors and Team leaders
- Strategic Planning department
- Employees who want to gain new crucial skills to improve their career path

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Conference Objectives:

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

- Develop leaders' three key strategic agendas: Intellectual, Managerial, and Behavioural.
- Enhance and improve their and their organization's strategic thinking and ability to envision powerful strategic futures.
- Generate and support practical strategic thinking at all levels in the organization.
- Identify the most efficient balance of Operational Excellence and Breakthrough Strategic Performance.
- Identify crucial strategic issues and opportunities.
- Prioritize issues based on their capacity to enable actual value creation.
- Lead and motivate teams and businesses in diverse, turbulent, complex environments.
- Encourage their people to think differently, work out new initiatives, and innovate.
- Motivate people towards the strategic 'light on the hill'!
- Change their environment to support your new strategic initiatives.
- Find new approaches to old problems in their organization strategies.
- Implement a plan using all the resources at their disposal.
- Interpret the internal and external forces shaping the future.
- Develop a practical strategic roadmap through a clear vision and statement of strategic intent.
- Identify the competencies and capabilities of strategically agile and effective organizations.
- Command respect
- Develop a culture or climate that supports your initiatives

Targeted Competencies:

By the end of this strategic planning and innovation leadership conference, the target competencies will be able to:

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- Analytical strategic thinking.
- Strategic visioning.
- Communicate strategically.
- Effective implementation planning.
- Display strategic leadership.
- Strategic leadership.
- Motivate and influence people.
- Make the changes necessary to advance your plan.
- Develop new behaviors in your people.

Conference Content:

Unit 1: Understanding The Strategic Environment:

- Understand the strategic leadership agenda - intellect, management, and behaviors.
- Recognize and interpret forces in the strategic environment.
- Understand strategic inflection points and strategic scenarios.
- Analyze and prioritize strategic issues.
- Formulate strategic vision and express strategic intent.
- Develop a strategic roadmap.

Unit 2: Understanding Strategic Models And Paradigms:

- Know the strategic journey - standard models and frameworks for strategic thinking from Ansoff to Hamel via Porter and Mintzberg.
- Recognize strategic horizons and use the 7S framework.
- Recognize and develop the characteristics of strategic agility.
- Understand and leverage strategic competencies and skills.

Unit 3: Effective Strategic Implementation:

- Strategic implementation tools and frameworks.
- Learn structures and systems for strategic agility and performance.
- Monitoring and adjustment.
- Know measurement, analysis, and knowledge management.

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Unit 4: Strategic Leadership:

- Prepare for the future.
- Understand effective styles and practices for strategic leadership.
- Recognize, analyze, and develop the strategic leadership styles you and others use.
- Develop inspiration and motivation.
- Communicate the roadmap and gather support.

Unit 5: Driving Strategic Performance and Success:

- Transform the organization to enable strategic success.
- Balance the focus on performance and strategy.
- Spread leadership capabilities throughout the organization.
- Maximize organizational learning and knowledge transfer to embed strategic success.

Unit 6: Promoting a Creative Environment at Work:

- Innovative leadership for excellent performance.
- Understand the critical mass for change and innovation.
- Innovation vs. Constant Improvement.
- How does a leader create a climate of innovation?
- Learn about innovation and current business breakthroughs.

Unit 7: Gaining the Participation of the Workforce:

- The G.E. "Workout" Strategy.
- Develop creative solutions for strategies.
- Gain the "Buy-In" from the workforce.
- Overcoming Charts.
- Dealing with Organizational "Drift."

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Unit 8: Leading on The Creative Edge:

- Develop creative potential in people and teams.
- Understand creative people.
- Convergent and divergent thinking skills.
- Motivate creative individuals at work.
- Incubate ideas.
- Interacte creatively.
- Convert expenses to assets using creativity.

Unit 9: Creating a Motivating Climate for Higher Productivity:

- Learn The Ten critical elements of setting up new missions.
- How do you set goals and targets creatively?
- Create a "Sense of significance".
- Rewarding performance.
- Know the Four-Steps "Pygmalion" theory.
- Generational Motivators.

Unit 10: Driving Strategic Change:

- Manage the change process.
- Kotter's change management techniques.
- Communicate with a sense of urgency.
- The downside of change.
- Create a climate of constant change.
- Successful techniques for changing people.