MERCURY

Leading and Managing through Strategic Planning and Innovation

23 – 27 August 2027
Madrid (Spain)



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

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Ref: 15848_1079954 **Date:** 23 – 27 August 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

In today's dynamic and competitive business environment, effective leadership requires the ability to manage and the capacity to guide organizations through innovation and transformation strategically. This Leading and Managing through Strategic Planning and Innovation course will equip leaders with the essential skills to navigate the complexities of strategic planning while fostering an innovative mindset that drives organizational success.

This Leading and Managing through Strategic Planning and Innovation course focuses on integrating strategic vision and innovative approaches, empowering leaders to make informed decisions, optimize resources, and create sustainable value in rapidly changing markets. Participants will explore best practices, frameworks, and real-world case studies to enhance their leadership capabilities and guide their organizations toward long-term growth and success.

The leading and Managing through Strategic Planning and Innovation course empowers professionals with the skills to lead strategic planning and drive innovation within organizations. Participants will learn the art of leading strategic planning sessions mastering the techniques to align organizational goals with innovative strategies. It explores managing strategy and strategic planning by emphasizing practical tools for effective decision-making and implementation.

Through hands-on activities, participants will gain expertise in leading strategic innovation in organizations and managing strategic innovation and change, ensuring adaptability and success in a competitive landscape. By understanding leading and managing, attendees will develop the leadership acumen to inspire teams and foster innovation while aligning with long-term strategic objectives.

Targeted Groups:

- Senior executives and business leaders.
- Managers and department heads seeking strategic growth.
- Entrepreneurs and start-up founders.
- Professionals involved in corporate strategy and innovation.
- Project managers and team leaders focused on strategic initiatives.
- Consultants and advisors in leadership and organizational development.
- HR leaders and talent development professionals.
- Individuals aiming for leadership roles in dynamic industries.

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Course Objectives:

At the end of this Leading and Managing through Strategic Planning and Innovation course, the participants will be able to:

- Develop strategic thinking and long-term vision for organizational growth.
- Foster innovation and creativity within teams and business processes.
- Equip leaders with tools to drive change and adaptability.
- Enhance decision-making skills in uncertain and competitive environments.
- Teach effective resource management and strategic allocation.
- Strengthen leadership capabilities in aligning teams with organizational goals.
- Build skills in assessing risks and making informed strategic choices.
- Improve communication and stakeholder engagement in strategic initiatives.
- Cultivate a culture of continuous improvement and innovation across the organization.

Targeted Competencies:

By the end of this Leading and Managing through Strategic Planning and Innovation training, the participant's competencies will:

- Strategic thinking and vision formulation.
- Innovation management and fostering a creative culture.
- Effective decision-making in dynamic environments.
- Leadership in driving organizational change.
- Resource allocation and optimization strategies.
- Risk assessment and management in strategic planning.
- Cross-functional collaboration and team alignment.
- Problem-solving and overcoming business challenges.
- Communication and stakeholder engagement in strategic initiatives.

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Course Content:

Unit 1: Strategic Leadership and Vision Development:

- Understand the role of leadership in shaping organizational strategy.
- Learn how to create a clear and compelling strategic vision.
- Explore the relationship between leadership styles and strategic success.
- Develop skills to align organizational culture with strategic objectives.
- Analyze key leadership behaviors that foster innovation and adaptability.
- Examine case studies of effective strategic leadership in top organizations.
- Learn how to communicate a strategic vision to inspire teams.
- Understand how to manage stakeholder expectations through leadership.

Unit 2: Innovation as a Strategic Driver:

- Explore the role of innovation in sustaining competitive advantage.
- Understand different types of innovation: product, process, and business model.
- Develop frameworks for integrating innovation into strategic planning.
- Identify and overcome barriers to innovation within organizations.
- Learn how to build an innovation-friendly organizational culture.
- Study the processes and methodologies for generating innovative ideas.
- Implement tools for managing innovation pipelines and portfolios.
- Examine the relationship between risk-taking and innovation success.

Unit 3: Strategic Planning and Execution:

- Understand the strategic planning process from analysis to execution.
- Learn how to conduct a SWOT analysis and competitive assessment.
- Develop skills in formulating clear, actionable goals and objectives.
- Identify key performance indicators KPIs for measuring strategic success.
- Understand how to prioritize initiatives and allocate resources effectively.
- Learn the importance of flexibility and iterative planning in dynamic markets.
- Explore techniques for monitoring and adjusting strategies during execution.
- Examine how to involve stakeholders in the strategic planning process.

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Unit 4: Leading Organizational Change and Transformation:

- Understand the theory and practice of leading change in organizations.
- Learn how to drive transformation through strategic initiatives.
- Identify the challenges of managing change and how to overcome them.
- Develop strategies for engaging employees and minimizing resistance to change.
- Explore leadership's role in fostering a resilient and adaptable workforce.
- Understand change management frameworks such as Kotter's 8 Steps.
- Learn to lead cross-functional teams through complex organizational changes.
- Examine the impact of digital transformation and technological innovation.

Unit 5: Measuring Success and Continuous Improvement:

- Learn how to evaluate the effectiveness of strategic initiatives.
- Develop skills for monitoring and analyzing performance metrics.
- Understand the role of feedback loops in refining strategic plans.
- Explore methodologies for continuous improvement, such as Lean and Six Sigma.
- Learn how to manage and utilize data for strategic decision-making.
- Study how to adjust strategies based on market and environmental changes.
- Understand how to cultivate a mindset of ongoing innovation and improvement.
- Learn how to benchmark performance against industry leaders and best practices.