MERCURY

A Complete Course In Advanced Strategic Management & Leadership

16 – 27 May 2027
Muscat (Oman)



Dubai - UAE: +971 4 450 5697
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Ref: 3049_1080454 **Date:** 16 – 27 May 2027 **Location:** Muscat (Oman) **Fees:** 9900 Euro

Introduction:

To managers and leaders moving into a significant leadership position, you face the challenge of developing and executing strategies in a dynamic global environment. You must build a team and manage internal and external resources and relationships so that your organization can enhance your value chain and deliver results. As the leader, you are in charge and need to enhance your impact and influence to meet these challenges. Only a system-wide view of your business and the world in which it operates can help you to become an effective, operational, and visionary leader.

The advanced strategic management and leadership program will help you build the skills you need to boost performance in your business today and prepare your organization to sustain performance in the future.

Distinctive aspects of advanced leadership into the strategic management discourse, this advanced strategic management and leadership course provides insights for seasoned leaders to navigate complex business landscapes effectively.

The advanced strategic management and leadership course participants will deeply evaluate management and leadership strategies, fostering an environment that encourages strategic leadership and innovative thinking and augmenting their strategic management and leadership skills.

By the end of this advanced strategic management and leadership course, leaders will have a theoretical understanding, practical skills in advanced strategic management, and an acknowledgment of the significance of certification in leadership and management.

Targeted Groups:

- Managers at all managerial levels.
- Supervisors and team leaders.
- Strategic planning department.

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Course Objectives:

At the end of this advanced strategic management and leadership course, the participants will be able to:

- Prepare to boost performance at individual, team, and business-unit levels.
- Ensure that their organization is keeping ahead in a constantly changing business environment.
- Enhance their impact on strategies and change.
- Provide a clear view of the changes and challenges of the global economy.
- Enhance their capability to make the right decisions regarding budget and resources.
- Develop their ability as an influential leader and build a stronger, committed leadership team.
- Develop and broaden their perspectives, challenge and stretch their thinking.
- Understand and keep ahead of the pace of change.
- Focus both on building their capabilities and those of their organization.

Targeted Competencies:

- Strategic thinking.
- Strategic management.
- Leading from the top.
- Strategic Planning.
- Understanding the markets.
- Competitive analysis.
- Benchmarking.
- Decision making.

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Course Content:

Unit 1: Strategic Management:

- Strategic management - a new focus.
- The role of strategic management.
- The functions and capabilities of a strategic manager.
- The strategy hierarchy.
- Global changes and challenges.
- Case studies on strategies.
- The benefits of strategic management.

Unit 2: The Strategic Process:

- The strategic process.
- Understanding strategy vs. strategic planning.
- Choosing the right strategies.
- The environmental scan.
- MBC vs. SBC strategies.
- Avoiding strategic failures.
- Examples of strategic successes.
- Blue ocean vs. red ocean strategies.
- Building value into the value chain.
- Applying lessons learned to your organization.

Unit 3: Strategic Management Skills:

- Thinking like a strategic manager.
- The leadership capabilities of strategic management.
- Self-analysis.
- Building your strategic skills.
- Leading others through the strategic process.
- Examples of strategic leaders.
- Your ability to communicate your changes.

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Unit 4: Managing the Culture and Changes:

- The significance of the corporate culture.
- The leader's role is to establish the culture.
- Merger and acquisition strategies.
- Why most M & A's fail and how to avoid failure.
- The dynamics of changing the culture to meet the strategies.
- The ten elements of building the culture.
- The dilemma of multi-multiculturalism.
- Making the changes in strategy work.

Unit 5: The Strategic Plan:

- Preparing a plan.
- Implementing the corporate strategies.
- Evaluating and monitoring the strategies.
- The dynamics of strategic execution.
- Building a leadership legacy.

Unit 6: Understanding Your Creativity:

- Creativity and your personality.
- Understand and use personality styles as a management tool.
- Creative flexibility to manage effectively.
- Importance of perception.
- Maximizing our perceptual ability.
- Creativity and the Holistic Model.
- Creative people from the past.
- Building a creative model.

Unit 7: Generating Creativity:

- Understand how creative thinking works.
- Developing openness to new ideas.
- The creative mind: whole-brain thinking.
- Distinguish stages of the creative process.
- Recognize what makes excellent creative thinking.
- Identify and understand the creativity in others.
- Developing a creative environment.
- Consciousness and competence.

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Unit 8: Strategies for Creative Problem Solving:

- Problem-solving strategies.
- Getting in the right mindset.
- Taking risks and looking for paradigm shifts.
- Defining the real problem.
- Recognizing mental blocks to creativity.
- Brainstorming for solutions.
- Utilizing the SLIP technique.
- Utilizing the drill-down funnel.

Unit 9: Encouraging a Creative Climate at Work:

- Releasing creativity at work.
- Fostering creativity.
- Incubating ideas.
- Challenging assumptions.
- Creativity for business breakthroughs.
- Sharpen your creative thinking: Metaphors and Analogies.
- Releasing creativity through coaching.

Unit 10: Leading on The Creative Edge:

- Innovative leadership for excellent performance.
- Convergent and divergent thinking skills.
- Developing creative potential in teams.
- Understanding creative people.
- Motivating creative individuals at work.
- Interacting creatively.
- Planning your creative future.