MERCURY

Leadership & Strategic Planning (Certified)

13 – 17 September 2027
Casablanca (Morocco)



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

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Ref: 15164_1081245 **Date:** 13 – 17 September 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

This leadership and strategic planning course is for managers and leaders gearing up to embark on a pivotal position within their organizations, where strategic planning and leadership are key components of their role.

The leadership and strategic planning training participants will delve into developing and executing strategies within a dynamic global environment, managing teams, and handling internal and external resources and relationships to elevate the organizational value chain and drive results.

In this sense, leadership is crucial, and the course emphasizes enhancing a leader's impact and influence to navigate such challenges. Only by adopting a comprehensive view of the business and its global landscape can one grow into an effective, operational, and visionary leader.

The leadership and strategic planning program is designed to equip you with the skills and knowledge necessary to enhance current business performance and lay the groundwork for sustained success in the future.

Strategic Leadership Plenary:

Leadership and strategic planning are intertwined in the sense that effective strategic planning in leadership requires an intricate understanding of the role of leadership in strategic planning. In this leadership and strategic planning course, you will explore how leadership strategic planning shapes the vision and direction of an organization.

As you pursue this strategic leadership certificate, which serves as your certificate in strategic leadership, you will become proficient in strategic leadership planning and understand the fundamental concepts of strategic planning leadership.

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 leadership and strategic planning 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 influential leaders 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:

At the end of this leadership and strategic planning training, the participant's competencies will be able to:

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

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Course Content:

Unit 1: Strategic Planning and Management:

- Welcome, Introduction, and Introducing course objectives.
- Strategic planning.
- Goal Setting.
- From goals to strategies.
- Definitions and Concepts of Strategic Management.
- The SWOT Analysis.
- Mission, Vision, and Defining the Strategies.
- Implement.
- Monitoring and Evaluation.
- Q&A & Homework.

Unit 2: Leadership and Its Styles:

- A quick review of the last session.
- Homework solution.
- Leadership definition.
- Style approach of leadership.
- Blake and Moutant's Grid.
- Style approach: Criticisms and Strengths.
- Interpersonal Effectiveness.
- Attributes of a Leader.
- Leader vs. Manager.
- Leadership Skills.
- Q&A & Homework.

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Unit 3: How to be a leader?

- A quick review of the last session.
- Homework solution.
- Being a Leader.
- Holistic Communications.
- Interpersonal Communications.
- Self-Evaluation.
- Motivating.
- Q&A & Homework.

Unit 4: Building a Team:

- A quick review of the last session.
- Homework solution.
- Building a Team.
- Coaching.
- Leadership Strategies.
- Leadership Styles.
- Conflict Management.
- Q&A & Homework.

Unit 5: Problem Solving and Decision Making:

- A quick review of the last session.
- Homework solution.
- Problem-solving and Decision-Making.
- Brainstorming Process.
- Q&A.
- General review.