MERCURY

Professional Business Leadership and Strategy Course

22 – 26 August 2027
Cairo (Egypt)



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

Professional Business Leadership and Strategy Course

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Introduction

The Professional Business Leadership and Strategy course equips professionals with the advanced knowledge and strategic mindset required to lead organizations in dynamic, competitive environments. It explores the integration of leadership principles with business strategy to drive sustainable growth and organizational excellence. Participants will examine modern leadership models, strategic planning frameworks, and decision-making approaches that align with global business trends. The program emphasizes developing critical thinking, strategic vision, and performance-driven leadership capabilities. It addresses how leaders can effectively manage change, innovation, and complex business challenges. Participants will contribute to high-level strategic initiatives and lead with confidence in evolving markets.

Targeted Groups

This Professional Business Leadership and Strategy training targets professionals seeking knowledge and skills:

- Senior managers responsible for strategic planning.
- Business leaders aim to improve leadership effectiveness.
- Entrepreneurs developing scalable business strategies.
- Department heads managing cross-functional teams.
- Professionals transitioning into leadership roles.
- Strategy consultants enhancing advisory capabilities.
- Executives seeking advanced decision-making frameworks.
- Project managers align operations with strategy.

Course Objectives

Participants will achieve the following objectives by completing the Professional Business Leadership and Strategy course:

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- Understand core principles of business leadership and strategic management.
- Analyze internal and external business environments effectively.
- Develop comprehensive business strategies aligned with goals.
- Apply leadership styles suitable for different organizational contexts.
- Evaluate risks and opportunities in competitive markets.
- Strengthen decision-making using data-driven approaches.
- Integrate innovation into strategic planning processes.
- Improve organizational performance through leadership alignment.
- Manage change and transformation initiatives successfully.
- Enhance communication for strategic influence and impact.
- Identify key performance indicators for strategic success.
- Build sustainable and growth-oriented business models.

Targeted Competencies

Participants will gain the following competencies during the Professional Business Leadership and Strategy program:

- Strategic thinking and long-term planning.
- Leadership effectiveness in complex environments.
- Analytical skills for business decision-making.
- Competitive market analysis capabilities.
- Organizational development and transformation skills.
- Risk management and mitigation strategies.
- Performance measurement and optimization.
- Innovation and business model design.
- Effective communication and influence techniques.
- Problem-solving in high-pressure scenarios.
- Alignment of operations with strategic goals.

Studying Scenarios

In this Professional Business Leadership and Strategy course, participants develop skills through the following scenarios:

- Developing a corporate strategy for market expansion.
- Leading organizational change during restructuring.
- Analyzing competitors in a saturated industry.
- Managing a crisis affecting business continuity.
- Aligning team performance with strategic objectives.
- Evaluating investment decisions and business risks.

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Course Content

Unit 1: Foundations of Business Leadership

- Define leadership in modern business environments.
- Explore key leadership theories and models.
- Differentiate between leadership and management roles.
- Identify characteristics of high-performing leaders.
- Examine ethical leadership and corporate responsibility.
- Analyze leadership impact on organizational culture.
- Understand leadership communication strategies.
- Evaluate leadership effectiveness in global markets.

Unit 2: Strategic Management and Planning

- Define strategic management and its importance.
- Analyze business vision, mission, and core values.
- Conduct SWOT and PESTLE analysis.
- Identify competitive advantages in various industries.
- Develop strategic goals and measurable objectives.
- Explore strategic frameworks for decision-making.
- Align strategy with organizational capabilities.
- Evaluate long-term business sustainability plans.

Unit 3: Business Strategy Development

- Understand types of business strategies.
- Develop corporate and functional strategies.
- Analyze market positioning and differentiation.
- Evaluate growth strategies and expansion models.
- Integrate innovation into business strategy.
- Assess mergers, acquisitions, and partnerships.
- Identify risks in strategic implementation.
- Align business strategy with financial performance.

Unit 4: Leadership in Execution and Performance

- Translate strategy into actionable plans.
- Manage teams for high-performance outcomes.
- Align organizational structure with strategy.
- Implement performance management systems.
- Monitor key performance indicators and metrics.
- Drive accountability across departments.
- Foster collaboration and team engagement.
- Evaluate results and adjust strategic direction.

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Unit 5: Leading Change and Organizational Transformation

- Understand change management principles.
- Identify drivers of organizational change.
- Develop strategies for transformation initiatives.
- Manage resistance to change effectively.
- Communicate the change vision across the organization.
- Implement digital transformation strategies.
- Evaluate outcomes of transformation efforts.
- Sustain long-term organizational improvement.

Final Insights & Key Takeaways

Effective business leadership requires a strong alignment between strategic vision and execution capabilities. Professionals who master leadership and strategy can drive innovation, resilience, and sustainable growth in competitive business environments.