MERCURY

Executive Leadership, Strategic Planning, and Goal Achievement

30 November – 4 December 2026
Geneva (Switzerland)



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

Executive Leadership, Strategic Planning, and Goal Achievement

Ref: 15821_329365 **Date:** 30 November – 4 December 2026 **Location:** Geneva (Switzerland) **Fees:** 6500 Euro

Introduction:

Executive Leadership today carries new responsibilities and burdens imposed by the continuous challenges of change in the era of globalization, the communications revolution, and the dominance of the internet forces that began and will continue to evolve. In this Executive Leadership, Strategic Planning, and Goal Achievement course, participants will learn factors highlighting executive leaders' readiness and ability to address these strategic challenges and adapt them to serve the organization's purposes, goals, and mission.

Participants in this Executive Leadership, Strategic Planning, and Goal Achievement training course will learn the nature and scale of these challenges, compel us to emphasize a widely accepted truth among management experts, which managers at all levels embrace. In the age of globalization, leaders and senior executives face new challenges that require new qualifications and skills. These must align with the responsibility of building strong organizations that can survive, grow, and lead.

This Executive Leadership, Strategic Planning, and Goal Achievement training program empowers professionals with the skills and strategies to excel in senior executive leadership roles. It focuses on developing executive leadership capabilities, including strategic planning, goal achievement, and succession planning. Participants will explore the definition of executive leadership, delve into executive leadership responsibilities, and acquire actionable executive leadership skills for managing organizations effectively.

Understanding Executive Leadership, Strategic Planning, and Goal Achievement:

The Executive Leadership, Strategic Planning, and Goal Achievement program emphasizes executive leadership solutions and strategic execution. It provides insights into executive leadership and management and equips attendees with the tools to align their goals with organizational strategies. Addressing executive leadership development goals and fostering executive leadership skills development paves the way for professionals to master executive leadership strategies for driving corporate success. Whether seeking an executive leadership certificate or enhancing their leadership potential, it delivers a transformative learning experience for aspiring and seasoned leaders.

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

Target Audience:

- Leaders and managers at various levels in both public and private sector organizations.
- Employees working in government departments, institutions, and private sector organizations across different industries.
- Professionals responsible for planning, operational issues, and development in various institutions in the public and private sectors.
- Public relations, media, and social media professionals.
- Employees in embassies, diplomatic missions, and international organizations.
- Anyone with a direct interest in the topics covered by the course from different sectors, both public and private.
- Anyone who needs this course is keen to develop their skills and experience.

Training Objectives:

By the end of this Executive Leadership, Strategic Planning, and Goal Achievement program, participants will be able to:

- Identify the qualities and leadership characteristics necessary to handle contemporary organizational and competitive challenges.
- Define a clear future direction for the organization and its units, including its leadership vision and values.
- Establish the organization's supreme mission and strategic priorities based on a realistic analysis of internal and external conditions.
- Develop and design a competitive strategy that ensures the organization's survival and growth despite challenges and pressures.
- Motivate employees and tap into their creative potential through effective performance management programs.
- Select strategies that will strengthen the organization's competitive position, providing flexibility and the ability to achieve sustainable growth.
- Establish performance standards and apply a scientific approach to measuring the organization's and its units' performance.

Target Competencies:

At the end of this Executive Leadership, Strategic Planning, and Goal Achievement training, the participant's competencies will:

- The contemporary concept of strategic leadership.
- The core roles of the strategic leader.
- The importance and role of the leader in the planning process.
- Methodologies of strategic planning.
- Embedding shared values and concepts.
- Characteristics and components of strategic alternatives.
- Evaluating and selecting available alternatives and options.
- Adjusting and renewing performance indicators.

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

MERCURY

Course Content:

Unit 1: Executive Leadership in the Age of Challenges:

- The contemporary concept of strategic leadership.
- Challenges and opportunities available to executive leaders.
- The core roles of the strategic leader.
- Types of Institutional Excellence Leaders Workshop.

Unit 2: The Executive Leader and Strategic Planning:

- The importance and role of the leader in the planning process.
- Leadership dimensions of strategic planning.
- Modern standards for strategic planning.
- Methodologies of strategic planning.
- Components of a strategic plan Workshop.

Unit 3: Defining the Strategic Direction:

- Defining direction: the central task of leadership.
- Shaping the leadership vision for the organization and its members.
- Communicating the vision and garnering support.
- Crafting the organization’s supreme mission Workshop.
- Embedding shared values and concepts.

Unit 4: Designing Strategy and Strategic Pathways:

- What is strategy, and what is a strategic pathway?
- Common myths about competition and competitors.
- Characteristics and components of strategic alternatives.
- Evaluating and selecting available alternatives and options.
- Designing strategy and distributing tasks and resources Workshop.

Unit 5: Implementing Strategy and Performance Management:

- Challenges of effective strategic plan execution.
- Removing cultural and organizational barriers.
- Setting performance levels and metrics Workshop.
- Adjusting and renewing performance indicators.
- Generalizing measurement and self-assessment practices Workshop.