



The Strategic Insight Leadership Development Course

30 November – 11 December 2026
Casablanca (Morocco)





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Ref: 1086_332867 **Date:** 30 November – 11 December 2026 **Location:** Casablanca (Morocco) **Fees:** 6800 Euro

Introduction

This strategic insight leadership development course delivers the critical strategic leadership skills of strategic planning, negotiation, and conflict management required to succeed in today's complex and challenging business environment.

As it says in the classic text, strategy is the art of war, complex, yet when understood very simply, those who have a successful strategy are in control of the upcoming events.

Implementing strategies that often require the ability to exert influence and negotiate effectively. Negotiation is not litigation, neither is it war. Negotiation is not about obtaining total victory.

Total victory by one party is short-lived. Negotiation and conflict management are critical to strategic management and leadership skills and are the most used business skills today.

Strategic Insights and Decision Analytics

Developing insight leadership is a critical component of the strategic planning process. Participants in our strategic insight leadership development program will learn how to harness cutting-edge e-commerce analytics and decision analytics to make well-informed choices that align with long-term strategic objectives.

This strategic insight leadership development course is not merely about data compilation. It's about translating complex information into actionable strategies and situational awareness for decision-making that drives success.

Targeted Groups

- Top professional and mid-level managers
- Strategic planning department
- Supervisors
- Project managers
- Human resources management

Course Objectives

At the end of this strategic insight leadership development course, the participants will be able to:

- Apply this to management issues and learn option generation, opportunity cost, choice, and implementation phases of strategy.
- Challenge their preconceptions about strategic planning, negotiation and conflict management.
- Understand the content of strategy - unravelled, demystified and translated into everyday language.
- Understand the process of change, planning, organizational strategy and change.
- Identify the sources of conflict in the professional environment.
- Implement the strategic planning process and get real value out of the process.
- Develop the confidence and ability to influence others and obtain better results by understanding how to deal with difficult situations and tough negotiations.
- Increase behavioural flexibility and career flexibility vertically and horizontally.
- Analyze the much-misunderstood concept of win-win negotiation.
- Achieve accurate win-win results and expand your range of negotiating skills.
- Obtain the essential tools and practical skills for the planning and management of the negotiation and conflict process.
- Develop the ability to negotiate value-creating solutions.

Targeted Competencies

- Managerial skills
- Change management
- Negotiation skills
- Strategic planning
- Communication skills

Course Content

Unit 1: Strategic Thinking and Business Analysis

- What are strategy and strategic planning?
- Why are strategy and strategic planning important?
- What are the main conceptual frameworks?
- External analysis - understanding and analyzing business attractiveness - macroenvironmental factors, growth drivers, competitive forces, and market dynamics.
- Benchmarking your own strategic position/competitor analysis
- Analyzing customers.
- Thinking backward from the customer.
- Mini-case on the importance of external analysis.

Unit 2: Internal Analysis and Fusion of Analyses into Strategic Options

- The interface of external and internal analysis.
- Internal analysis: financial.
- Internal analysis is non-financial.
- The concept and practicalities of the "balanced scorecard."
- Diagnosing strategic problems and opportunities.
- Fusion of analyses into strategic choices - SWOT and the strategy matrix.
- Case examples of strategic choice.
- Mini-case on the importance of internal analysis.

Unit 3: Strategic Plans and The Relevance of Alliances and Joint Ventures

- The content of a strategy: avoiding "paralysis by analysis."
- Putting a strategic plan together - the 5-page framework.
- A real-life example of a business strategy/strategic plan.
- Strategies for alliances and joint ventures.
- Example of best practice in alliances and joint ventures.

Unit 4: Global Strategy, Teambuilding, and The Management of Internal Communication

- The essence of globalization and global strategy.
- Globalization - the strategic dimension.
- Globalization - the organizational dimension.
- Globalization - the human dimension.
- How do you build and manage a strategic planning team?
- Communicating strategy through the organization.
- Gaining your commitment and buy-in to the strategy.

Unit 5: Strategic Implementation and Getting The Value Out of Strategy

- Effective execution - converting strategic analysis and planning into action.
- Linking strategy with operational objectives.
- Implementation - getting practical things done.
- Strategic planning of your career.
- Creating tomorrow's organization out of today's organization.
- The corporate and individual value of strategic thinking.

Unit 6: Negotiation and Conflict Management

- Negotiation theory and practice - negotiation defined.
- Power and society - the rise of negotiation and conflict management.
- The sources of conflict in the organization.
- Conflict escalation and steps to prevent it.
- Conflict management strategies.
- The two distinct approaches to negotiation.
- Understanding your negotiation style.
- Negotiation as a mixed-motive process.

Unit 7: Practical Negotiation Strategies

- Strategic and tactical negotiation approaches to negotiation.
- Value-claiming distributive negotiation strategies
- BATNA, Reserve point, Target point
- Opening offers, Anchors, Concessions
- Value-creating Integrative negotiation strategies.
- Sharing information, diagnostic questions & unbundling issues
- Package deals, multiple offers and post-settlement settlements
- The four possible outcomes of a negotiation

Unit 8: Negotiation Planning, Preparing, and Power

- What are the wants and needs distinguishing between interests and positions?
- A three-step model for negotiation preparation.
- Your position, their position and the situation assessment.
- Understanding the sources of negotiating power.
- Altering the balance of power.
- The power of body language.
- Understanding thoughts from body language.
- Dealing with aggressive negotiators.

Unit 9: Mediation Skills - A Powerful Negotiation Tool

- Communication and questioning.
- Active listening in negotiation.
- ADR processes - putting negotiation in the context.
- Negotiation, Mediation, Arbitration, and Litigation.
- Mediation is a facilitated negotiation.
- Techniques of the mediator - practical mediation skills to help resolve disputes.
- Working in negotiation teams.
- Mediation in practice - mediation exercise.

Unit 10: International and Cross-Cultural Negotiations

- International and cross-cultural negotiations.
- Cultural values and negotiation norms.
- Advice for cross-cultural negotiators.
- Putting together a deal.
- Team international negotiation exercise.
- Applying learning to a range of organizational situations.