MERCURY

The Strategic Leader: Strategic Planning, Negotiation & Conflict Management

14 – 25 February 2027
Cairo (Egypt)



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The Strategic Leader: Strategic Planning, Negotiation & Conflict Management

Ref: 1102_333403 **Date:** 14 – 25 February 2027 **Location:** Cairo (Egypt) **Fees:** 6000 Euro

Introduction

This strategic leader: strategic planning, negotiation, and conflict management course is designed to equip leaders with essential skills in strategic planning, negotiation, and conflict management, enabling them to thrive in today's multifaceted business landscape.

The concept of strategy, rooted in the classic Art of War, is intricate and elegantly simple. Successful strategy lies at the heart of control over forthcoming events, and this course unravels and demystifies the content of strategy, translating it into language accessible to all participants.

Strategies are imperative, but their execution often demands effective negotiation and conflict management abilities. The art of negotiation is neither combative nor about seeking outright victory, as unilateral triumphs tend to be ephemeral.

A comprehensive strategic management and leadership course like this addresses these pivotal skills, arguably the most utilized in today's business domain.

Enhancing Leadership Through Strategic Planning

Leadership and strategic planning are central to this course, exploring how leaders can create visions for the future and devise plans to achieve organizational goals. Leaders will learn to apply the strategic planning process meaningfully, using techniques that ensure real value from the effort invested.

This strategic leader: strategic planning, negotiation, and conflict management course helps participants understand the intricacies of leadership strategic planning and involves practical tools to manage strategic initiatives.

Strategic Management and Leadership Course Outline

Participants of this strategic leader: strategic planning, negotiation, and conflict management course will delve into the complexities of strategic leadership training through a meticulously crafted strategic management and leadership course outline.

Each module will build upon the last, leading to a thorough comprehension of strategic leadership and management. The curriculum prepares leaders to foster strategic thinking within their teams and teaches how to develop strategic leadership skills pertinent to every leadership role, from middle management to executive levels.

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Leadership and Strategic Planning: A Synergistic Approach

In emphasizing the synergy between leadership and strategic planning, this course elucidates the role of leaders in aligning strategic vision with day-to-day operations.

Leaders will be trained to incorporate strategic thinking in leadership, enabling them to make informed decisions that steer their teams toward success.

Graduate Certificate in Strategic Leadership and Management

The strategic leader: strategic planning, negotiation, and conflict management course material is in alignment with the standards of a graduate certificate in strategic leadership and management. It provides a foundation for those considering a master's in strategic management and leadership, ensuring the fundamental concepts are well understood and applied.

Strategic Leadership Certificate: Recognition of Expertise

Upon completing this program, attendees can earn a strategic leadership certificate, signifying their expertise in this critical discipline.

This accolade exemplifies a participant's mastery of strategic leadership skills and readiness to tackle leadership challenges with a strategic mindset.

Targeted Groups:

- Managers from all managerial levels.
- Supervisors and team leaders.
- Employees who aim to get excellent knowledge to improve their careers.

Course Objectives

Upon completing this strategic leadership and management course, participants will:

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- Challenge their preconceptions about strategic planning, negotiation, and conflict management.
- Understand the content of strategy - unraveled, demystified, and translated into everyday language.
- Implement the strategic planning process and get real value out of the process.
- Analyze the much-misunderstood concept of win-win negotiation.
- Get the essential tools and practical skills for planning and managing the negotiation and conflict process, thereby developing the ability to negotiate value-creating solutions.
- Learn the critical stages in the process, providing a takeaway toolkit for each key stage and each delegate.
- Apply to management issues, learn option generation, opportunity cost, choice, and implementation phases of strategy.
- Understand the process of change, planning, organizational strategy, and change.
- Identify the sources of conflict in the professional environment.
- Gain awareness of their style in approaching conflict and negotiation.
- Learn how to achieve accurate win-win results and expand their range of negotiating skills.
- Use a three-step planning guide to analyze and prepare for a negotiation.
- Develop new skills and thinking processes for them and the organization.
- Increase the behavioral flexibility and career flexibility vertically and horizontally.
- Accelerate thinking speed and problem resolution for all dilemmas.
- Provide a deep understanding of personal conflict resolution style.
- Develop the confidence and ability to influence others and obtain better results by understanding how to deal with difficult situations and tough negotiations.

Targeted Competencies

Participants in this strategic leadership and management course will enhance their skills in:

- Leadership skills.
- Management skills.
- Strategic planning and analysis.
- Business analysis and strategic thinking.
- Communication skills.
- Negotiation strategies.
- Mediation and conflict management.

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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; 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

- Tools recapitulation for strategic planning.
- Content synthesis of a strategy.
- Assembling a strategic plan with a 5-page framework.
- Real-life business strategy case study.
- Exploring strategies for partnerships and joint ventures.
- Best practice examples of alliances and joint ventures.

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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 to build and manage a strategic planning team.
- Communicating strategy through the organization.
- Gaining your team's 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.
- Conclusion - the corporate and individual value of strategic thinking.

Unit 6: Negotiation and Conflict Management

- Theory and practice of negotiation.
- Negotiations of societal importance.
- Conflict origins in organizations.
- Preventing conflict escalation.
- Strategies for effective conflict management.
- Comprehensive approaches to negotiation.
- Understanding your negotiation style.
- The mixed-motive process in negotiations.

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Unit 7: Practical Negotiation Strategies

- Strategic and tactical negotiation frameworks.
- Distributive negotiation strategies for value-claiming.
- BATNA, Reserve point, Target point examination.
- Techniques for opening offers, anchors, and concessions.
- Integrative negotiation strategies for value creation.
- Approaches for information sharing and issue unbundling.
- Negotiating package deals and post-settlement resolutions.
- Exploring possible negotiation outcomes.

Unit 8: Negotiation Planning, Preparing, and Power

- 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 confrontational 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 as 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

- Navigating international and cross-cultural negotiation landscapes.
- Identifying cultural values and norms in negotiations.
- Tips for cross-cultural negotiation.
- Structuring deals in an international context.
- Team-based international negotiation exercise.
- Application of negotiation skills to organizational situations.