



Executive Leadership and The Analysis of Challenges and Risks

05 - 09 Aug 2024
Madrid (Spain)



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Ref.: 15036_280416 **Date:** 05 - 09 Aug 2024 **Location:** Madrid (Spain) **Fees:** 4900 **Euro**

Introduction:

Leadership assumes new responsibilities and burdens imposed by the challenges of successive changes during the period of globalization, the communications revolution, and the rule of the Internet that began and will never finish.

These factors together lead to the necessity of verifying the readiness of the Executive Leader and its ability to deal with these strategic nature challenges and adapt them to serve the purposes and objectives of the institution and achieve its mission.

The quality and quantity of these challenges prompt us to confirm a reality that presidents, senior executives, and executives are exposed in the age of globalization to new challenges requires new qualifications and skills commensurate with the extent of their responsibility to build strong institutions that are capable of survival, growth, and leadership.

Targeted Groups:

- Executives
- Managers
- Supervisors & Team leaders

Course Objectives:

At the end of this course the participants will be able to:

- Define the specifications and leadership personality capable of dealing with contemporary regulatory and competitive challenges.
- Identify a clear future direction for the organization and its organizational units including leadership vision and values.
- Identify the mission and its strategic priorities based on a realistic analysis of the situation inside and outside the institution.
- Develop and design a competitive strategy that will preserve the institution's survival and seek to develop it despite challenges and pressures.
- Motivate employees and exploit their creative potential through effective performance programs.
- Choose strategies that will enhance the competitive position of the organization and give it the flexibility and ability to grow continuously.
- Identify a set of performance criteria and follow a scientific methodology in measuring the performance of the organization and organizational units.
- Determine the appropriate strategic direction for their institutions and organizational units and formulate a future vision capable of mobilizing human resources to work towards achieving them.

Targeted Competencies:

- Strategic planning
- Leadership skills
- Performance management
- Strategic thinking

Course Contents:

Unit 1: Executive Leadership in The Period of Challenges:

- The contemporary concept of strategic leadership.
- The challenges and opportunities for executive leaders.
- The main roles of strategic leader.
- The types of Institutional Excellence Leaders.
- Types of institutional excellence leaders.

Unit 2: Executive Leader and Strategic Planning:

- The importance and role of the leader in the planning process.
- Leading dimensions of strategic planning.
- The Standards of the modern strategic planning.
- Strategic Planning Methodology.
- The components of the strategic plan.

Unit 3: Determine The Strategic Direction:

- Determination of direction: the central task of leadership.
- To develop the leadership vision of the institution and its employees.
- Deliver the vision and tighten its support.
- Formulation of the upper letter of the institution.
- Consolidation of common values and concepts.

Unit 4: Designing The Strategy and Strategic Path:

- What is the strategy and what is the strategic path?
- The prevailing illusions about competition and competitors.
- The characteristics and elements of the strategic alternatives.
- Evaluate and identify the available alternatives and options.
- Designing the strategy and allocation of tasks and resources.

Unit 5: Strategy and Performance Management Implementation:

- Challenges for the effective implementation of the strategic plan.
- Removing the cultural and organizational constraints.
- Identifying performance levels and metrics.
- Adjust, modify and refresh performance indicators.
- Mainstreaming the measurement practices and self-assessment.



**Registration form on the :
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