



Leadership & Strategic Planning (Certified)

16 - 20 Feb 2025
Istanbul (Turkey)



Leadership & Strategic Planning (Certified)

Ref.: 15197_285116 **Date:** 16 - 20 Feb 2025 **Location:** Istanbul (Turkey) **Fees:** 4200 **Euro**

Introduction:

To managers and leaders moving into a significant leadership position, you face the challenge of developing and executing strategies in a dynamic global environment. You must build a team and manage internal and external resources and relationships so that your organization can enhance your value chain and deliver results. As the leader, you are in charge and need to enhance your impact and influence to meet these challenges. Only a system-wide view of your business and the world in which it operates can help you to become an effective, operational, and visionary leader.

Leadership & Strategic Planning program will help you build the skills you need to boost performance in your business today and to prepare your organization to sustain performance in the future.

Targeted Groups:

- Managers in all managerial levels
- Supervisors & Team leaders
- Strategic planning department

Course Objectives:

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

- Prepare to boost performance at individual, team, and business-unit levels
- Ensure that their organization is keeping ahead in a constantly changing business environment
- Enhance their impact on strategies and change
- Provide a clear view of the changes and challenges of the global economy
- Enhance their capability to make the right decisions regarding budget and resources
- Develop their ability as influential leaders and build a stronger, committed leadership team
- Develop and broaden their perspectives, challenge and stretch their thinking
- Understand and keep ahead of the pace of change
- Focus both on building their capabilities and those of their organization

Targeted Competencies:

- Strategic management
- Leading from the top
- Strategic Planning
- Competitive analysis
- Benchmarking
- Decision making

Course Content:

Day 1: Strategic Planning and Management:

1. Welcome and Introduction & Introducing course objectives
2. Strategic planning
3. Goal Setting
4. From goals to strategies
5. Definitions & Concepts of Strategic Management
6. The SWOT Analysis
7. Mission & Vision & Defining the Strategies
8. Implementing
9. Monitoring & Evaluation
10. Q&A & Homework

Day 2: Leadership and Its Styles:

1. Quick review of the last session
2. Homework solution
3. Leadership definition
4. Style approach of leadership
5. Blake and Mouton's Grid
6. Style approach: Criticisms & Strengths
7. Interpersonal Effectiveness
8. Attributes of a Leader
9. Leader vs. Manager
10. Leadership Skills
11. Q&A & Homework

Day 3: How to be a leader?

1. Quick review of the last session
2. Homework solution
3. Being a Leader
4. Holistic Communications
5. Interpersonal Communications
6. Self-Evaluation
7. Motivating
8. Q&A & Homework

Day 4: Building a Team:

1. Quick review of the last session
2. Homework solution
3. Building a Team
4. Coaching
5. Leadership Strategies
6. Leadership Styles
7. Conflict Management
8. Q&A & Homework



Istanbul - Turkey: +90 539 599 12 06

Amman - Jordan: +962 785 666 966

WhatsApp London - UK: +44 748 136 28 02

Day 5: Problem Solving and Decision Making:

1. Quick review of the last session
2. Homework solution
3. Problem Solving and Decision Making
4. Brainstorming Process
5. Q&A
6. General review



Istanbul - Turkey: +90 539 599 12 06

Amman - Jordan: +962 785 666 966

WhatsApp London - UK: +44 748 136 28 02

**Registration form on the :
Leadership & Strategic Planning (Certified)**

code: 15197 **From:** 16 - 20 Feb 2025 **Venue:** Istanbul (Turkey) **Fees:** 4200 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):

.....

Position:

.....

Telephone / Mobile:

.....

Personal E-Mail:

.....

Official E-Mail:

.....

Company Information

Company Name:

.....

Address:

.....

City / Country:

.....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):

.....

Position:

.....

Telephone / Mobile:

.....

Personal E-Mail:

.....

Official E-Mail:

.....

Payment Method

☐ Please invoice me

☐ Please invoice my company