



The Manager as a Strategic Leader



14 - 25 July 2024



Casablanca (Morocco)

The Manager as a Strategic Leader

course code: M1015 From: 14 - 25 July 2024 Venue: Casablanca (Morocco) - course Fees: 3700 Euro

The Course

More than ever before, implementing strategic improvement changes in an organization requires leaders who think and act in a strategic manner. To maintain competitiveness, work is becoming increasingly complex and sophisticated, but often strategic improvements are implemented by competent professionals who have little or no strategic leadership training. Modern organizations cannot afford anything less than competent management that leads to successfully implemented improvements. Establishing and maintaining personal and team leadership skills, creating productive work environments and leading teams in strategic activities to meet goals is a challenging, every-day part of a strategic leader's life.

This program offers an opportunity to focus on the development and use of strategic leadership practices that allow for effective and efficient management of strategic improvements. It provides practical skills to take back to the job, along with insights needed to adapt principles to specific work environments. The seminar is designed to give participants an in-depth understanding of the skills required to successfully demonstrate strategic leadership.

The Goals

- Understand strategic leadership and its role in the implementation of changes
- Gain greater skill in working in the role of strategic team leader
- Develop skill in strategic leadership techniques of creating a strategic change environment, planning, relationships and communication
- Understand the role of stakeholders in strategic leadership
- Learn to utilize individual and team strengths to achieve strategic objectives
- Develop communication and human interaction skills to implement strategic change
- Develop techniques to deal with strategic organizational change
- Learn techniques of strategic stakeholder assessment and management
- Learn the techniques to deal with the human reaction to strategic change

The Benefits

- Integrate strategic management and leadership into the overall work of the organization
- Develop skills for strategic leaders which will raise their capability, skill and morale
- Improve preparedness to deal with strategic improvements
- Establish organizational, team and personal strategic leadership capabilities
- Improve performance in setting and completing strategic objectives
- Allow leaders to better meet challenges of dynamic, strategic change

The Results

- Improve individual and team performance by learning productive, effective and efficient strategic leadership skills
- Learn strategic leadership techniques to accomplish change and establish strategic priorities

- Develop skills in interpersonal interaction to implement strategic change through people
- Demonstrate proficiency in identifying strategic techniques and methods
- Adds personal value and competency for organizations' strategic leaders

The Core Competencies

- Strategic Leadership
- People Management
- Communication Skill
- Human Interaction Skill
- Strategic Priorities
- Change Management

The Programme Content

Day One

Strategic Leadership Skills in a Changing Business Culture

- Identification of strategic leadership skills
- Challenges leaders face in changing organizations
- Conditions that exist that require strategic leadership
- The role of strategic leadership in dynamic organizations
- Understanding the role of strategic management in leadership
- How leadership skills change with organizational change

Day Two

Strategic Leadership in Organizational Excellence

- The role that organization type plays in strategic leadership
- Developing a culture of strategic organizational excellence
- Learning the skill and techniques of strategically managing stakeholders
- Focusing on strategic priorities in leadership
- Setting strategic priorities with other leaders

Day Three

The Importance of Communication in Strategic Leadership

- Importance of strategic leadership and communication methods
- Strategic interpersonal communication is two-way
- Understanding of how interpersonal communication preferences differ
- Developing a strategic listening communication style
- Communicating empowerment techniques as a strategic leader

Day Four

Strategic Leaders Demonstrate Flexibility in Interpersonal Relationships

- Successful strategic leaders have positive interpersonal interaction

- Characteristics of strategic interpersonal interaction
- Identification of the personal interaction style
- Individual strengths and challenges of each interaction style
- Strengths and challenges in strategic interactions
- Understanding how strategic teams work better using varied interaction types

Day Five

Strategic Leadership, Innovation and Human Change

- Understanding the strategic benefits of innovation and improvement
- Leading strategic personal change in our teams
- Understanding problems inherent with strategic change in individuals and teams
- Avoiding critical change mistakes
- Preparing project team and individuals for strategic change