



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Certified Executive Leadership Programme

Code	City	Hotel	Start	End	Price	Language - Hours
LC-873	Marrakesh (Morocco)	Hotel Meeting Room	2026-11-01	2026-11-05	3450 €	En - 25

## Course Introduction:

In today`s volatile, uncertain, complex, and ambiguous (VUCA) world, executive leaders must possess more than traditional leadership skills. They need the ability to lead organizations strategically, make critical decisions under uncertainty, inspire people, and drive sustainable growth. This intensive program is designed to equip senior leaders with essential leadership capabilities to navigate organizational challenges, build high-performing teams, and lead transformational change effectively.

## General Objective:

Empowering senior leaders and executives with advanced leadership, strategic management, and decision-making capabilities to drive organizational success and transformation.

## Learning Objectives:

- Understand and apply advanced executive leadership principles to navigate complex business environments and inspire others.
- Develop strategic thinking and strategic planning skills to craft effective visions, missions, and strategic roadmaps aligned with organizational objectives.
- Demonstrate high-level communication, negotiation, and influence skills essential for managing teams, stakeholders, and partners at the executive level.
- Build, lead, and sustain high-performing teams capable of delivering exceptional results under pressure and uncertainty.



- Make sound, ethical, and data-driven decisions that align with corporate governance standards and contribute to organizational resilience.
- Lead successful organizational and digital transformations by effectively managing change and overcoming resistance.
- Integrate sustainability, corporate responsibility, and innovation into leadership practices to ensure long-term impact and legacy.

## **Learning Outcomes:**

- Enhance personal leadership capabilities through self-assessment, emotional intelligence, and the development of a personal leadership action plan.
- Master advanced executive leadership concepts and frameworks.
- Lead organizations strategically and adaptively.
- Build and inspire high-performing and agile teams.
- Make effective and ethical decisions in complex and uncertain environments.
- Manage change, drive innovation, and lead digital and organizational transformation.

## **Target Audience:**

- CEOs, CFOs, COOs, CIOs
- Senior Executives and Directors
- General Managers
- Business Owners
- Government and Public Sector Leaders
- Senior Professionals aiming for top leadership positions

## **Course Outline**



## **Day 1: Executive Leadership Foundations**

- The Role and Identity of the Executive Leader
- Leadership Theories and Modern Practices
- The Executive Mindset: From Manager to Leader
- Leading in VUCA Environments
- Emotional Intelligence for Executive Leaders
- Workshop: Self-Assessment and Executive Leadership Style Mapping

## **Day 2: Strategy, Vision, and Organizational Alignment**

- Crafting Vision, Mission, and Values for Impact
- Strategic Thinking vs. Strategic Planning
- Business Model Innovation
- Aligning Strategy with Operations and Culture
- Case Study: Successful Strategic Leadership
- Practical Session: Designing a Visionary and Actionable Strategy

## **Day 3: Leading People and Building High-Performing Teams**

- Talent Management at the Executive Level
- Building and Leading Agile, Diverse, and Resilient Teams
- Executive Communication and Influence
- Conflict Resolution and Negotiation for Executives
- Coaching and Developing Future Leaders
- Simulation: Leading a Senior Leadership Team under Pressure

## **Day 4: Executive Decision-Making and Organizational Transformation**

- Strategic and Ethical Decision-Making
- Corporate Governance and Executive Accountability
- Change Management Frameworks for Leaders
- Leading Digital Transformation



- Overcoming Resistance to Change
- Case Study: Transformational Leadership in Action
- Group Exercise: Solving Complex Executive Dilemmas

## **Day 5: The Executive Leader as a Catalyst for Sustainable Impact**

- Sustainability and Responsible Leadership
- Measuring Executive Impact and Organizational Performance
- Leadership Legacy: Beyond the Position
- Building Adaptive and Learning Organizations
- Personal Leadership Development Plan



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

### **Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

### **The program includes:**

- A daily Coffee Break provided during the sessions to ensure participants comfort.