



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Strategic Management & Leadership

Code	City	Hotel	Start	End	Price	Language - Hours
LC-874	Marrakesh (Morocco)	Hotel Meeting Room	2026-07-12	2026-07-16	3450 €	En - 25

Course Introduction

In the dynamic and uncertain world of modern business, leaders are constantly required to adapt, innovate, and lead their organizations towards sustainable success. Strategic management is no longer limited to setting long-term goals; it is about continuously positioning the organization to respond effectively to internal and external challenges. This course integrates leadership capabilities with strategic management skills to empower professionals to lead change, manage performance, and implement effective strategies.

General Objective

To enhance participants` abilities to lead organizations strategically by equipping them with modern tools and techniques for strategic analysis, planning, implementation, and leadership in complex and changing environments.

Course Objectives

- Understand the principles and concepts of strategic management and leadership.
- Conduct comprehensive internal and external strategic analysis.
- Formulate effective and actionable strategic plans.
- Apply leadership models and styles for strategy execution and change management.
- Manage organizational performance, risk, and sustainable growth.
- Lead teams effectively towards achieving strategic objectives.



- Apply tools for innovation, transformation, and strategic agility.

Learning Outcomes

- Develop a full strategic management framework.
- Design and implement strategic plans aligned with organizational vision and mission.
- Lead strategic initiatives with confidence and resilience.
- Apply advanced leadership techniques for managing people and performance.
- Manage change and transformation processes effectively.
- Integrate risk management and governance into strategic planning.

Target Audience

- Senior Executives
- Department and Division Heads
- Project and Program Managers
- Strategic Planners
- HR and OD Managers
- Future Leaders and High-Potential Managers
- Business Owners

Course Content

Day 1: Foundations of Strategic Management and Leadership

- Introduction to Strategic Management
- The Role of Leadership in Strategy
- Differences between Leadership and Management
- Vision, Mission, and Values
- The Strategic Leadership Mindset
- Case Study: Leadership Failures and Successes
- Workshop: Self-Assessment of Leadership Style



Day 2: Strategic Analysis

- Internal Analysis (SWOT, VRIO Framework)
- External Analysis (PESTLE, Porter's Five Forces)
- Stakeholder Mapping
- Identifying Strategic Issues and Opportunities
- From Analysis to Actionable Insights
- Practical Exercise: Conducting a Full Strategic Analysis for a Sample Organization

Day 3: Strategic Planning and Formulation

- Setting Strategic Goals and Objectives
- Strategy Formulation Models
- Corporate, Business, and Functional Level Strategies
- Balanced Scorecard Approach
- Linking Strategy to Operations
- Group Exercise: Developing Strategic Objectives and KPIs

Day 4: Leadership in Strategy Implementation and Change Management

- The Execution Challenge
- Leading Organizational Change
- Change Management Models (Kotter's 8-Step, ADKAR)
- Overcoming Resistance to Change
- Leadership Communication for Strategy Implementation
- Workshop: Leading Change Simulation

Day 5: Performance Management, Governance, and Innovation

- Performance Measurement and Monitoring
- Strategic Risk Management
- Governance and Ethics in Strategy
- Leading Innovation and Transformation



- 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.