



SCANDINAVIAN ACADEMY
For Training and Development

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Course: The Advanced Strategy for Directors & Leaders

| Code | City | Hotel | Start | End | Price | Language - Hours |
|--------|----------------------|--------------------|------------|------------|--------|------------------|
| LC-878 | Casablanca (Morocco) | Hotel Meeting Room | 2026-09-20 | 2026-10-01 | 6450 € | En - 50 |

Course Introduction

In an increasingly complex and volatile global environment, directors and senior leaders are challenged to design and execute strategies that ensure long-term sustainability and competitive advantage. This advanced program provides board members, executives, and strategic leaders with the knowledge, tools, and skills to navigate uncertainty, lead change, and build high-performing organizations capable of creating and sustaining value.

General Objective

To empower directors and leaders with advanced strategic thinking, decision-making, and leadership capabilities to effectively shape and execute corporate strategy, drive organizational transformation, and navigate complexity.

Course Objectives

- Understand the advanced principles of strategic management and corporate governance.
- Apply strategic thinking and analysis tools for effective decision-making.
- Develop sustainable and competitive business strategies.
- Align strategic leadership with board and executive responsibilities.
- Lead successful strategy implementation and performance management.
- Manage organizational change, agility, and transformation.



- Analyze and manage strategic risks and crises.
- Integrate innovation into corporate strategy.
- Demonstrate ethical and responsible leadership.
- Evaluate and improve board and executive performance.

Learning Outcomes

- Lead and influence the strategic direction of organizations.
- Conduct advanced competitive and strategic analysis.
- Design and implement actionable corporate strategies.
- Improve board dynamics and governance effectiveness.
- Lead organizational change and innovation.
- Manage crises and strategic risks effectively.

Target Audience

- Board Members
- CEOs, COOs, CFOs
- Executive Directors
- General Managers
- Senior Leaders involved in strategy
- Entrepreneurs leading large organizations
- Public Sector Leaders

Course Outline

Day 1: Strategic Leadership at Board Level

- The Changing Role of Boards and Directors
- Boardroom Dynamics
- The Board`s Role in Strategy
- Strategic Leadership Styles
- Case Study: Board Leadership in Action



Day 2: Foundations of Advanced Strategy

- Strategic Management Frameworks
- External Environment Analysis (PESTEL)
- Industry Analysis using Porter's Five Forces
- Internal Analysis (VRIO Framework)
- Workshop: Diagnosing Your Organization's Strategic Position

Day 3: Scenario Planning and Strategic Decision-Making

- Scenario Planning for Uncertain Futures
- Strategic Decision-Making Models
- Dealing with Uncertainty and Ambiguity
- Cognitive Biases in Decision-Making
- Practical Exercise: Scenario Planning Simulation

Day 4: Strategy Formulation

- Crafting Vision, Mission, and Strategic Objectives
- Corporate, Business, and Functional Strategies
- Strategy Options and Selection
- Case Study: Successful Strategy Formulation

Day 5: Strategy Implementation

- From Strategy to Execution
- Aligning Strategy with Structure, People, and Culture
- Performance Management Systems
- Balanced Scorecard for Boards and Executives
- Simulation: Implementing Strategy under Constraints



Day 6: Corporate Governance and Ethical Leadership

- Principles of Corporate Governance
- Board Structures and Responsibilities
- Ethical Challenges for Leaders
- Integrating Ethics into Strategy
- Workshop: Ethical Dilemmas for Boards

Day 7: Leading Organizational Change and Transformation

- Change Management Frameworks (Kotter, ADKAR)
- Leading Transformation Projects
- Overcoming Resistance and Building Commitment
- Organizational Agility and Resilience
- Case Study: Organizational Turnaround

Day 8: Innovation, Digitalization, and Growth Strategy

- Leading Innovation at Board Level
- Business Model Innovation
- Digital Transformation Strategy
- Scaling and Managing Growth
- Workshop: Designing a Digital Innovation Strategy

Day 9: Strategic Risk and Crisis Management

- Types of Strategic Risks
- Risk Assessment and Mitigation
- Crisis Leadership and Decision-Making Under Pressure
- Simulation: Crisis Management Boardroom Exercise



Day 10: Capstone Project & Strategic Impact

- Integrating Strategy, Leadership, and Governance
- Designing a Strategic Leadership Action 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.