



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: The Manager as a Strategic Leader

Code	City	hotel	Start	End	price	Hours
702	Marrakesh (Morocco)	Hotel Meeting Room	2025-07-06	2025-07-10	3450 €	25

## 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



**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.