



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Leadership and Strategic Management

| Code | City | Hotel | Start | End | Price | Language - Hours |
|------|---------------------|--------------------|------------|------------|--------|------------------|
| 827 | Marrakesh (Morocco) | Hotel Meeting Room | 2025-06-29 | 2025-07-03 | 3450 € | En - 25 |

Introduction

In the evolving landscape of modern organizations, the development of human resources and the effective management of projects are essential for sustained success and growth. This training course is designed to provide participants with advanced skills in organizational development and project management, focusing on employee growth, project execution, and quality management. Participants will gain insights into effective communication, risk management, and process improvement to drive their organizations toward excellence.

General Objective

The course aims to enhance participants` capabilities in organizational development and project management, equipping them with the tools and strategies needed to foster employee growth, manage projects effectively, and achieve institutional excellence.

Specific Objectives

- Develop participants` skills in employee development and growth strategies.
- Equip participants with techniques for effective performance management and evaluation.
- Introduce participants to the basics of project management, including planning, executing, and monitoring projects.
- Teach participants risk management and performance evaluation methods in project management.



- Enhance participants` internal and external communication skills.
- Provide techniques for managing meetings, presentations, negotiation, and conflict resolution.
- Introduce participants to quality management concepts and tools for process improvement and achieving institutional excellence.

Target Audience

- Human resource professionals focused on employee development and performance management.
- Project managers and team leaders responsible for planning and executing projects.
- Middle and senior managers seeking to improve their organizational development skills.
- Quality assurance and process improvement professionals.
- Business analysts and strategists involved in organizational growth and development.
- Entrepreneurs and business owners aiming to enhance their project management and communication skills.

Human Resource Development

- Employee development and growth strategies
- Performance management and evaluation
- Succession planning

Project Management

- Project management basics
- Planning, executing, and monitoring projects
- Risk management and performance evaluation



Effective Communication and Quality Management

- Internal and external communication skills
- Managing meetings and presentations
- Negotiation and conflict resolution
- Quality management concepts and tools
- Process improvement and quality applications
- Performance evaluation and achieving institutional excellence



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 buffet provided during the sessions to ensure participants comfort.