



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 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.