



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Strategy, Risks, Negotiation & Leadership

Code	City	Hotel	Start	End	Price	Language - Hours
LC-536	Marrakesh (Morocco)	Hotel Meeting Room	2026-09-13	2026-09-17	3450 €	En - 25

Course Introduction:

In today's dynamic business landscape, professionals must master strategic thinking, risk management, negotiation tactics, and leadership skills to navigate complex challenges successfully. This masterclass is designed to equip executives, managers, and decision-makers with the essential tools to formulate winning strategies, mitigate risks, negotiate effectively, and lead with confidence.

Through real-world case studies, interactive discussions, and hands-on exercises, participants will develop the expertise needed to drive growth, manage uncertainty, and influence stakeholders in competitive and volatile environments.

Course Objectives:

By the end of this course, participants will be able to:

- Develop and implement high-impact business strategies.
- Identify, assess, and mitigate organizational and financial risks.
- Enhance negotiation skills for business deals and conflict resolution.
- Strengthen leadership capabilities to drive team and organizational success.
- Apply strategic decision-making models to complex business scenarios.

Target Audience:

- Executives and Senior Managers
- Business Leaders and Decision-Makers



- Strategy and Risk Management Professionals
- Project and Operations Managers
- Negotiation and Conflict Resolution Specialists

Course Outline

Day 1: Strategic Thinking & Business Strategy Development

- Understanding corporate strategy and competitive advantage
- Strategic decision-making frameworks (SWOT, PESTEL, Porter's Five Forces)
- Aligning organizational vision with actionable strategies
- Case study: Successful business strategy implementation

Day 2: Risk Management & Crisis Handling

- Identifying and assessing business risks (financial, operational, market, geopolitical)
- Risk mitigation and contingency planning
- Managing crises and making decisions under pressure
- Case study: Risk management in high-stakes environments

Day 3: Advanced Negotiation Skills & Conflict Resolution

- The psychology of negotiation and influence
- Effective bargaining strategies for win-win outcomes
- Managing difficult conversations and resolving conflicts
- Interactive workshop: High-stakes negotiation simulation

Day 4: Leadership Excellence & Decision-Making

- Leadership styles and their impact on team performance
- Emotional intelligence and leadership effectiveness



- Leading change and fostering innovation
- Hands-on leadership assessment and feedback session

Day 5: Strategic Execution & Business Impact

- Translating strategy into actionable execution plans
- Measuring and evaluating success through KPIs and performance metrics
- Driving organizational culture and stakeholder alignment



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.