



**SCANDINAVIAN ACADEMY**  
For Training and Development

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## Course: Strategic Leadership

Code	City	Hotel	Start	End	Price	Language - Hours
533	Casablanca (Morocco)	Hotel Meeting Room	2025-09-21	2025-09-25	3450 €	En - 25

### introduction

The strategic leadership training course covers the fundamentals, principals and skills necessary for principal and senior management roles.

While setting major strategies for an organization would evolve with time and constantly change based on different events, defining the baseline, even in a broad and general outline, can make a significant change in the consequence actions of the organization. Plus, executing such strategies are as important as defining them.

A strategic leader must be great in both in order to guide the organization toward the right direction. Through the strategic leadership training course, you will learn to drive through the implementation of strategies instead of letting others take control of your decisions. As a strategic leader, you are responsible to use all the resources of your organization at its most effective way to produce the most results.

### Trainees will also learn:

- The main challenges outside the organization that could affect the performance of the organization
- How to deal with these challenges?
- What are the key strategies and tactics you need to use to accomplish the best results?
- Emotional intelligence in leadership
- Different dynamic approach by using creative and innovative methods
- Persuasion and influencing skills and tactics to achieve your goals



The goal of the strategic leadership training course is to teach you the core components of leadership, vision, purpose, strategy, and values. Over the strategic leadership training course, we will help you discover and develop specific skills and strategies suitable and necessary for your own organization.

## **Audience**

- Senior and principal managers
- Middle managers who are on the track to senior positions
- Executives, directors, and decision makers
- Both public and private sectors can benefit from this training course

## **Training Objectives**

- Understand the theory and practice of leading a workplace
- Build strong partnerships and external/internal networks to foster a sustainable relationship with other organizations and companies
- Influence others to yield better results and achieve business goals
- Develop strategic thinking and planning skills to lead creativity and positive change
- Develop research skills to always stay updated and informed about what is related to the business
- Develop greater and broader awareness and competencies
- Develop better skills of monitoring, supporting, and performance
- Establish norms and regulations
- Use the resources in the most effective way
- Take more reasonable risks
- Share knowledge

## **Course Outline**



## **Overview of Strategic Leadership**

- Definition of leadership
- Introduction to emotional intelligence
- Demands for strategic leadership

## **Needs For Strategic Leadership**

- Principals of leadership
- Role of strategic leadership
- Leadership evolution
- Today's strategic leadership

## **Fundamental Elements Of Leadership**

- Experience
- Effective communication
- Self-confidence
- Feedbacks
- Building strong relationships
- Deep understanding of the goals

## **Advanced Leadership Skills**

- Ability to delegate
- Ability to resolve conflicts
- Ability to negotiate
- Problem solving skills
- Ability to think out of the box

## **Leadership Challenges**

- Challenges with people and the process



- The integrated approach to achieve goals

## **Leadership Levels**

- Necessary capabilities and skills
- Strategic leadership vs. strategy

## **Qualities Essential For Strategic Leaders And How To Develop Them**

- Strategic capabilities
- Developing an approach to leadership
- Conventional and modern leadership techniques

## **How To Create Unique Value?**

- How to set effective strategies in the absence of necessary and valuable resources?
- Importance of mission statements
- Outsource strategies
- Stay away from greed and distrust
- Essential elements to profitability

## **Principals Of Value Creation and Capture**

- Integrate resources
- Set dynamic abilities and sustain advantages
- Clients' perspectives and expectations
- Who gets the most value from being creative

## **Strategic Value Propositions**

- How to accomplish great results by using a great strategy
- How to reconfigure the value chain towards economical strategy advantages
- How to distinguish your organization's value propositions from others



- How to come up with strategies that make customers will to pay more

## **Leadership Processes**

- Leadership hierarchy
- Analyzing the leadership process

## **Role Of Emotional Intelligence In Leadership**

- The leadership and emotion equation
- Elements of organizational culture

## **Strategic Leadership Kit**

- Practical tactics to develop leadership skills
- Core skills of strategic leadership: thinking and people competencies

## **How To Develop Strategic Leadership Competencies?**

- Existing approaches
- Behavioral approaches
- Contingency approach

## **Leadership And Culture**

- Understanding global leadership
  - Recognize various methods and approaches of leadership in different cultures
  - Develop cultural intelligence
- Understanding corporate culture
  - Structural aspects
  - Behavioral aspects
  - Human aspects
- How to change corporate culture



- Change checklist
- Cultural web
- Culture and emotional intelligence

## **Practical Features Of Strategic Leadership**

- Vision, goals, and objectives
- Creating corporate identity
- Getting help from individual influencers

## **Developing Effective Influencing Skills**

- Successful influencing leaders' characteristics
- Methods of persuasion
- Profiling others

## **Top Team**

- Top team characteristics
- Appreciate diversity

## **Going International**

- Manage and compete at international levels
- Strategies to enter global markets
- Risks of entering international markets
- Market failure recovery
- Balancing tradeoffs in a global business



**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.