Strategic Leadership for Chief Executives Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS7559_293306

Course Introduction / Overview:

This intensive program is designed to equip current and aspiring Chief Executive Officers with the advanced skills and strategic foresight required to lead organizations in today's complex global landscape. The course moves beyond traditional management theories to explore the nuanced realities of the CEO role, focusing on high-stakes decision-making, corporate governance, and sustainable value creation. Drawing on seminal works like "Good to Great" by Jim Collins, we will dissect the core attributes that differentiate exceptional leaders from merely competent ones. Participants will engage in a comprehensive curriculum that covers everything from crafting a compelling corporate vision to navigating the intricate dynamics of board relations and stakeholder management. At BIG BEN Training Center, we have developed a curriculum that integrates financial acumen with transformational leadership, preparing executives to drive innovation, manage crises effectively, and build a lasting legacy. This course is not just about learning; it is about transforming your leadership perspective to confidently steer your organization towards future success and industry leadership.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Presidents and Vice Presidents.
- Managing Directors and General Managers.
- C-Suite Executives (CFO, COO, CIO, CMO).
- Board Members and Chairpersons.
- Heads of major business units or divisions.
- Entrepreneurs and founders of high-growth companies.
- Senior executives being groomed for top leadership positions.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Energy, Oil, and Gas.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Governmental agencies and public sector organizations.

Target Organizations Departments:

- Executive Management.
- Strategic Planning and Corporate Development.
- Board of Directors' Office.
- Finance and Treasury.
- Operations Management.
- Investor Relations.
- Legal and Corporate Governance.
- Human Resources (Executive Level).

Course Offerings:

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

- Develop and articulate a compelling long-term corporate vision and strategy.
- Master the principles of effective corporate governance and board management.
- Analyze complex financial data to drive strategic investment and growth decisions.
- Lead organizational change and foster a culture of continuous innovation.
- Enhance communication skills for engaging with investors, media, and key stakeholders.
- Implement robust risk management frameworks to navigate market volatility.
- Build and lead high-performing executive teams.
- Develop effective succession planning strategies to ensure leadership continuity.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the challenges faced by senior executives. We believe that leadership development is most effective when it combines cutting-edge theory with practical application. The course utilizes a blend of expert-led presentations, in-depth case study analyses of real-world business scenarios, and peer-to-peer learning through facilitated group discussions. Participants will engage in strategic simulation exercises that challenge their decision-making abilities under pressure. Interactive workshops will focus on developing specific skills such as negotiation, crisis communication, and stakeholder engagement. A significant portion of the program is dedicated to collaborative problem-solving sessions, where participants can share their unique experiences and gain diverse perspectives from a network of peers. Our approach ensures that learning is not a passive experience but an active process of discovery, reflection, and skill acquisition, empowering participants to immediately apply new strategies within their own organizations.

Course Agenda (Course Units):

Unit One The Strategic Mandate of the CEO

- The modern CEO's evolving role and responsibilities.
- Crafting a compelling and actionable corporate vision.
- Strategic thinking versus operational management.
- Translating strategy into executable plans and measurable outcomes.
- Competitive analysis and positioning in the global market.
- Leading with purpose and embedding corporate values.
- The CEO's role in setting the organizational culture.

Unit Two Corporate Governance and Board Dynamics

- Fundamentals of effective corporate governance.
- Defining the relationship between the CEO and the Board of Directors.
- Managing board meetings and committees effectively.
- Ethical leadership and ensuring corporate compliance.
- Navigating shareholder activism and investor expectations.
- Legal and fiduciary duties of a Chief Executive Officer.
- Building a transparent and accountable organization.

Unit Three Financial Acumen and Shareholder Value Creation

- Mastering financial statement analysis for strategic decisions.
- Capital allocation strategies for long-term growth.
- Understanding valuation, mergers, and acquisitions (M&A).
- Driving profitability and enhancing shareholder value.
- Communicating financial performance to the investment community.
- Risk management from a financial perspective.
- Balancing short-term financial targets with long-term sustainability.

Unit Four Leading Organizational Transformation and Innovation

- Driving digital transformation and embracing technological disruption.
- Principles of effective change management from the top.
- Fostering a culture of innovation and agility.
- Building and leading high-performance executive teams.
- Talent management and succession planning for critical roles.
- Managing organizational complexity and scale.
- Leveraging data analytics for strategic insight.

Unit Five The CEO as a Public Figure and Legacy Builder

- Mastering executive presence and public communication.
- Effective media relations and crisis management strategies.
- Building a strong personal and corporate brand.
- The CEO's role in corporate social responsibility (CSR).
- Engaging with government, regulators, and other external stakeholders.
- Mentoring the next generation of leaders.
- Defining and building a lasting leadership legacy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid technological disruption and shifting societal expectations, how can a CEO effectively balance the fiduciary duty to maximize shareholder value with the growing imperative for corporate social responsibility and long-term sustainable growth?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond standard leadership theory to provide a holistic and pragmatic immersion into the multifaceted world of the modern CEO. Unlike programs that focus narrowly on functional skills, our curriculum integrates strategic foresight, financial acumen, and the nuanced psychology of executive leadership. We emphasize the art of decision-making under uncertainty, using sophisticated business simulations and real-world case studies that mirror the high-stakes environment C-suite executives operate in. The program is built on a foundation of peer-to-peer learning, creating a confidential forum for participants to debate complex challenges and share invaluable experiences with a network of fellow leaders. Furthermore, the content is dynamically updated to reflect the latest trends in digital transformation, corporate governance, and stakeholder capitalism, ensuring that the insights gained are not just relevant but forward-looking. The focus is less on providing textbook answers and more on developing the critical judgment and adaptive leadership capacity required to navigate ambiguity and build resilient, future-ready organizations.