Executive Leadership and Strategic Vision 2030 Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS7979_293246

Course Introduction / Overview:

This intensive training course is designed to equip senior leaders with the advanced competencies required to navigate the complexities of modern business while aligning organizational strategy with the ambitious goals of national frameworks like Vision 2030. In an era of rapid transformation, effective executive leadership is not just about managing the present but about architecting the future. This program moves beyond traditional leadership theories to provide a practical roadmap for strategic planning and execution in a dynamic socio-economic landscape. As the renowned leadership expert John P. Kotter discusses in his seminal work, "Leading Change," successful transformation requires a clear vision and powerful coalition. This course, offered by BIG BEN Training Center, provides the tools to build that vision and lead that coalition. Participants will delve into strategic foresight, agile leadership, and stakeholder engagement, mastering the ability to translate high-level national objectives into tangible corporate strategies and operational success, ensuring their organizations are not just participants but key contributors to national progress.

Target Audience / This training course is suitable for:

- C-Suite Executives (CEOs, CFOs, COOs, CIOs).
- Vice Presidents and Directors.
- Heads of Strategic Planning and Business Development.
- Senior Government Officials and Public Sector Leaders.
- General Managers and Division Heads.
- Board Members and Corporate Governance Professionals.
- High-potential managers being developed for executive roles.

Target Sectors and Industries:

- Government and Public Sector Agencies.
- Energy, Oil, and Gas.
- Banking, Finance, and Investment.
- Healthcare and Pharmaceuticals.
- Telecommunications and Information Technology.
- Construction, Engineering, and Real Estate Development.
- Aviation and Logistics.
- Manufacturing and Industrial Sectors.

Target Organizations Departments:

- Executive Management and Leadership Offices.
- Strategy and Corporate Planning.
- Operations Management.
- Project Management Office (PMO).
- Human Resources and Talent Management.
- Finance and Investment.
- Corporate Governance and Compliance.
- Public Relations and Stakeholder Management.

Course Offerings:

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

- Develop a robust strategic mindset aligned with the pillars of Vision 2030.
- Master advanced tools for strategic analysis, foresight, and scenario planning.
- Lead complex organizational change and drive a culture of continuous innovation.
- Formulate and execute strategies that deliver measurable results and competitive advantage.
- Enhance decision-making capabilities in volatile and uncertain environments.
- Implement effective corporate governance and risk management frameworks.
- Build and manage powerful coalitions with key internal and external stakeholders.
- Champion sustainable and ethical leadership practices within their organizations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course adopts a blended learning approach that combines expert-led presentations with highly interactive and experiential activities. We believe that adult learning is most effective when participants are actively involved in the process. Therefore, the program heavily features real-world case studies focused on strategic alignment with national visions, allowing participants to analyze complex scenarios and develop actionable solutions. Collaborative group discussions, team-based exercises, and strategic simulation games will be used to foster peer-to-peer learning and problem-solving. Participants will engage in role-playing to practice stakeholder communication and change leadership skills. Each module includes dedicated time for self-reflection and the development of a personal leadership action plan. Our expert facilitators provide continuous feedback and coaching to ensure that the theoretical concepts are effectively translated into practical skills that can be immediately applied in the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Leadership and Vision 2030

- Understanding the Core Pillars and Objectives of Vision 2030.
- The Evolving Role of the Executive Leader in a Vision-Driven Economy.
- Distinguishing Between Leadership and Management.
- Developing a Strategic Mindset and Systems Thinking.
- Linking Corporate Mission and Vision to National Goals.
- Analyzing the Macro-Environment and its Impact on Strategy.
- The Leader's Role in Shaping Organizational Culture for Alignment.

Unit Two: Strategic Foresight and Advanced Planning

- Introduction to Strategic Foresight and Future-Casting Techniques.
- Conducting In-depth PESTLE and SWOT Analysis.
- Mastering Scenario Planning to Navigate Uncertainty.
- Developing a Long-Range Strategic Roadmap.
- Setting Strategic Priorities and Allocating Resources Effectively.
- Crafting Key Performance Indicators (KPIs) Aligned with Strategic Goals.
- Utilizing the Balanced Scorecard for Strategic Management.

Unit Three: Leading Transformational Change and Innovation

- The Psychology of Organizational Change.
- Applying Kotter's 8-Step Change Model.
- Building a Guiding Coalition for Transformation.
- Communicating the Vision for Change to Inspire Action.
- Fostering a Culture of Innovation and Intrapreneurship.
- Leading Digital Transformation Initiatives.
- Overcoming Resistance and Managing the Human Side of Change.

Unit Four: Strategy Execution and Performance Governance

- Translating Strategic Plans into Operational Realities.
- The Principles of Effective Strategy Execution.
- Establishing Robust Corporate Governance Frameworks.
- The Role of the Board in Strategic Oversight.
- Managing Strategic Risks and Ensuring Business Continuity.
- Driving a High-Performance Culture through Accountability.
- Monitoring Progress and Making Strategic Adjustments.

Unit Five: Influential Leadership and Stakeholder Engagement

- Mapping and Analyzing Key Stakeholders.
- Developing Effective Stakeholder Engagement and Communication Strategies.
- Mastering the Art of Negotiation and Influence.
- Building Strategic Alliances and Public-Private Partnerships.
- Principles of Sustainable and Ethical Leadership.
- Leading with Emotional Intelligence and Empathy.
- Crafting a Personal Leadership Legacy and Action Plan.

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:

How can leaders effectively balance the long-term, ambitious goals of a national vision with the immediate pressures of quarterly performance and shareholder expectations?

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

This course distinguishes itself by moving beyond generic leadership theories to offer a highly contextualized and practical framework for leading within the specific context of Vision 2030. Unlike other programs that teach strategy in a vacuum, this curriculum is meticulously designed to bridge the gap between global best practices and local strategic imperatives. Its primary focus is on the practical application of strategic tools to achieve alignment with national objectives, a niche and critical skill for modern executives in the region. The content is enriched with localized case studies and real-world examples relevant to the challenges and opportunities presented by the national transformation plan. Furthermore, the course emphasizes the development of an agile and forward-thinking leadership mindset, equipping participants not just with models and frameworks, but with the cognitive flexibility to lead through ambiguity and drive sustainable change. It is an immersive experience focused on creating leaders who can execute with precision today while strategically positioning their organizations for the future envisioned by the nation.