COO Leadership and Operational Excellence Strategy Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS8102_293330

Course Introduction / Overview:

This intensive program is designed to equip current and aspiring Chief Operating Officers with the strategic mindset and practical tools required to drive enterprise-wide operational excellence. In today's volatile business environment, the COO role has evolved beyond mere process management to become a critical driver of strategy execution, business transformation, and sustainable growth. This course delves into the multifaceted responsibilities of the modern COO, from aligning operational capabilities with corporate objectives to fostering a culture of continuous improvement. Drawing upon foundational strategic principles, such as those articulated by renowned academic Michael E. Porter in his seminal work "Competitive Strategy: Techniques for Analyzing Industries and Competitors", participants will learn to build resilient, agile, and efficient operational frameworks. BIG BEN Training Center has meticulously structured this curriculum to bridge the gap between theoretical knowledge and real-world application, ensuring that leaders can effectively manage P&L, lead complex change initiatives, and leverage digital transformation to secure a competitive advantage. This is a comprehensive journey from A to Z in mastering the art and science of operational leadership.

Target Audience / This training course is suitable for:

- Chief Operating Officers (COOs).
- Vice Presidents and Directors of Operations.
- Senior Operations Managers and Plant Managers.
- Heads of Business Transformation and Process Improvement.
- Executives being groomed for senior operational leadership roles.
- Entrepreneurs and General Managers with operational responsibilities.
- Strategy and Planning Directors.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Healthcare and Pharmaceuticals.
- Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Logistics and Supply Chain Management.
- Retail and Consumer Goods.
- Governmental agencies and public sector organizations.
- Energy and Utilities.

Target Organizations Departments:

- Operations Management.
- Strategic Planning and Execution.
- Finance and Budgeting.
- Supply Chain and Procurement.
- Quality Assurance and Control.
- Human Resources and Talent Management.
- Information Technology.
- Business Transformation and Change Management.

Course Offerings:

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

- Develop and execute an operational strategy that aligns with overall business goals.
- Implement frameworks for operational excellence, including Lean and Six Sigma principles.
- Master financial acumen for effective P&L management, budgeting, and capital allocation.
- Lead large-scale business transformation and change management initiatives.
- Design and optimize complex supply chains for resilience and efficiency.
- Build and lead high-performance operational teams and foster a culture of accountability.
- Utilize data analytics to drive informed operational decision-making.
- Manage enterprise-wide risk and ensure corporate governance and compliance.
- Communicate operational performance effectively to the board and key stakeholders.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and practical, ensuring that participants can immediately apply their learning in their professional roles. We move beyond traditional lectures to create a dynamic learning environment centered on experiential activities. The course heavily utilizes in-depth case studies of real-world companies that have successfully navigated complex operational challenges, allowing participants to analyze strategies and outcomes. Collaborative group work and team-based problem-solving sessions are integral, fostering peer-to-peer learning and the exchange of diverse perspectives. Interactive workshops will guide participants through the application of key tools and frameworks, such as value stream mapping and risk assessment matrices. Ample time is dedicated to facilitated discussions and Q&A sessions, encouraging deep exploration of the topics. Participants will receive constructive feedback from the instructor and peers throughout the program, helping to refine their strategic thinking and leadership skills in a supportive and professional setting.

Course Agenda (Course Units):

Unit One The Modern COO's Strategic Mandate

- The evolution of the Chief Operating Officer role.
- Translating corporate strategy into operational reality.
- Key performance indicators (KPIs) and the balanced scorecard for operations.
- Stakeholder management and executive communication.
- The COO's role in corporate governance and ethics.
- Building a robust operational planning and execution framework.
- Competitive analysis from an operational perspective.

Unit Two Driving Operational Excellence and Process Mastery

- Fundamentals of Lean management and waste reduction.
- Applying Six Sigma for quality improvement and process control.
- Business Process Reengineering (BPR) for radical transformation.
- Value stream mapping to identify and eliminate non-value-added activities.
- Implementing a culture of continuous improvement (Kaizen).
- Benchmarking operational performance against industry leaders.
- Tools and techniques for effective process documentation and analysis.

Unit Three Financial Stewardship and Enterprise Risk Management

- Mastering P&L responsibility and financial statement analysis.
- Developing and managing operational budgets and forecasts.
- Capital expenditure (CapEx) planning and justification.
- Identifying, assessing, and mitigating operational risks.
- Developing business continuity and disaster recovery plans.
- Ensuring regulatory compliance across all operations.
- Cost control strategies without sacrificing quality or innovation.

Unit Four Leading High-Performance Teams and Cultural Transformation

- Organizational design for operational agility and scalability.
- Leading and motivating large, diverse operational teams.
- Principles of effective change management and communication.
- Talent management, succession planning, and skills development in operations.
- Fostering a culture of accountability, ownership, and collaboration.
- Conflict resolution and negotiation skills for operational leaders.
- Performance management systems that drive results.

Unit Five Future-Focused Operations and Executive Influence

- Leveraging digital transformation, automation, and AI in operations.
- Integrating sustainability and ESG principles into the operational model.
- Managing global supply chains in a volatile world.
- The COO's role in mergers, acquisitions, and integration.
- Driving innovation from within the operational core.
- Developing executive presence and influencing the C-suite.
- Preparing and delivering compelling reports to the Board of Directors.

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 a COO balance the relentless pursuit of short-term efficiency and cost reduction with the critical need for long-term innovation and employee well-being?

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

This course distinguishes itself by adopting a holistic, strategic perspective on the Chief Operating Officer's role, moving far beyond a simple toolkit of process improvement methodologies. While many programs focus narrowly on the technical aspects of Lean or Six Sigma, our curriculum integrates these tools within the broader context of corporate strategy, financial stewardship, and transformational leadership. We emphasize the development of executive-level judgment and decision-making capabilities, preparing participants to navigate the complex trade-offs inherent in senior leadership. The content is uniquely structured to address the dual mandate of the modern COO, which is to both run the business efficiently today and build the operational capabilities required to win in the future. Through a carefully curated blend of strategic frameworks, financial analysis, and people-centric leadership principles, the course provides a comprehensive roadmap for not just managing operations, but for leading an entire operational enterprise. The focus is on cultivating the mindset of a strategic business partner who can drive sustainable value across the organization.