Strategic Vision and Creative Leadership for Executives Training Course

28 Dec 2026 - 01 Jan 2027

Madrid

5900 € (Per Person)

Ref: #LE9743_153975

Course Introduction / Overview:

This intensive training course is designed for senior executives who aim to master the dual competencies of strategic management and creative leadership. In today's volatile, uncertain, complex, and ambiguous (VUCA) world, the ability to not only formulate a robust strategy but also to inspire innovation is paramount for organizational survival and growth. This program moves beyond traditional management theories to provide a holistic framework for visionary leadership. Drawing upon foundational concepts from thought leaders like Michael E. Porter, particularly his work in "Competitive Strategy: Techniques for Analyzing Industries and Competitors", participants will learn to analyze competitive landscapes with precision. BIG BEN Training Center has developed this course to bridge the gap between strategic planning and creative execution, equipping leaders with the tools for strategic foresight, organizational agility, and fostering a culture of continuous innovation. Participants will explore how to lead business transformation, manage complex change initiatives, and make high-stakes decisions with confidence, ensuring their organizations are not just reacting to the future but actively shaping it.

Target Audience / This training course is suitable for:

- C-Suite Executives (CEOs, CFOs, COOs, CTOs).
- Vice Presidents and Senior Vice Presidents.
- Directors and Heads of Departments.
- Senior Managers and General Managers.
- Board Members and Trustees.
- Heads of Strategy and Corporate Planning.
- Leaders of business units and major divisions.
- Entrepreneurs and business owners.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Government and Public Sector Agencies.
- Energy and Utilities.
- Consulting and Professional Services.
- Telecommunications.

Target Organizations Departments:

- Executive Management.
- Strategy and Corporate Development.
- Operations Management.
- Human Resources and Talent Management.
- Marketing and Sales Leadership.
- Finance and Accounting.
- Product Development and Innovation.
- Information Technology.

Course Offerings:

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

- Develop and articulate a compelling strategic vision for the organization.
- Apply advanced strategic analysis tools to assess competitive environments.
- Lead innovation initiatives and foster a sustainable culture of creativity.
- Master frameworks for effective decision-making under uncertainty.
- Design and execute successful organizational change and transformation strategies.
- Enhance personal leadership effectiveness and executive presence.
- Align departmental objectives with overarching corporate strategy.
- Coach and mentor emerging leaders to build a strong succession pipeline.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that senior leaders can immediately apply what they learn. This course utilizes an experiential learning approach, moving beyond lectures to focus on real-world application. A cornerstone of the program is the extensive use of case studies from diverse global industries, allowing participants to analyze complex business problems, debate strategic options, and formulate actionable solutions. Facilitated group discussions and peer-to-peer feedback sessions create a collaborative environment where executives can share insights and challenge assumptions. Interactive workshops and business simulations will be employed to practice decision-making in a risk-free setting. Participants will also engage in role-playing scenarios to refine their skills in leading change, managing stakeholders, and communicating their vision. Each module concludes with an action planning segment, guiding participants to develop a concrete plan for implementing new strategies and leadership approaches within their own organizations.

Course Agenda (Course Units):

Unit One: The Foundations of 21st Century Strategic Leadership

- The dual role of the modern executive as strategist and innovator.
- Defining strategic intent, vision, and mission for long-term success.
- Understanding the link between creative leadership and competitive advantage.
- Core principles of strategic thinking and foresight.
- Analyzing leadership styles for different strategic contexts.
- The psychology of executive decision-making.
- Setting the stage for personal and organizational transformation.

Unit Two: Mastering Strategic Formulation and Analysis

- Advanced SWOT and PESTLE analysis for environmental scanning.
- Applying Porter's Five Forces to analyze industry structure.
- Blue Ocean Strategy for creating uncontested market space.
- Developing a balanced scorecard for strategy implementation and monitoring.
- Resource-based view and core competencies analysis.
- Scenario planning for navigating future uncertainties.
- From analysis to a coherent and actionable strategic plan.

Unit Three: Leading Innovation and a Culture of Creativity

- Building the framework for a creative and innovative organization.
- Principles of Design Thinking for user-centric problem-solving.
- Leading and managing high-performing creative teams.
- Overcoming organizational barriers to innovation.
- Managing the innovation pipeline from ideation to execution.
- Fostering psychological safety to encourage risk-taking.
- Measuring the return on investment of innovation initiatives.

Unit Four: Executing Strategy and Leading Organizational Change

- Models for leading complex organizational transformation (e.g., Kotter's 8-Step Model).
- The leader's role in communicating change effectively.
- Managing resistance and building coalitions for support.
- Aligning organizational structure, culture, and strategy.
- Stakeholder analysis and management during transition.
- Building organizational resilience and agility.
- Metrics for tracking the success of change initiatives.

Unit Five: The Visionary Executive and Sustainable Leadership

- Developing executive presence and influential communication skills.
- Ethical considerations in strategic decision-making.
- Coaching and mentoring the next generation of leaders.
- Succession planning and building a leadership pipeline.
- Driving a culture of continuous learning and improvement.
- Balancing short-term performance with long-term strategic goals.
- Creating a personal leadership development 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:

In an era of constant disruption, how can a leader balance the need for a stable, long-term strategic vision with the necessity for agile, short-term adaptation?

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

This course distinguishes itself by uniquely integrating the rigorous, analytical discipline of strategic management with the adaptive, human-centric principles of creative leadership. Unlike programs that treat these as separate subjects, we focus on the synergy between them, recognizing that the most effective modern executives are both architects of strategy and catalysts for innovation. The curriculum is specifically tailored for the challenges faced at the senior executive level, moving beyond introductory models to tackle complex issues like leading large-scale transformation, navigating ambiguity, and fostering a resilient organizational culture. Our emphasis is not merely on providing a toolkit, but on cultivating a strategic and innovative mindset. Through sophisticated business simulations, in-depth case studies, and intensive peer-to-peer coaching sessions, participants are challenged to apply concepts directly to their own organizational contexts. The program is designed to provoke deep reflection on personal leadership styles and to equip attendees with practical, actionable frameworks for driving sustainable growth and building a lasting competitive advantage in a rapidly evolving global market.