Strategic Leadership and Management Execution Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA8221_295214

Course Introduction / Overview:

This intensive training course is designed to bridge the critical gap between strategic planning and successful execution. In today's volatile business environment, having a brilliant strategy is only half the battle; the ability to implement it effectively is what truly separates market leaders from the rest. This program delves deep into the frameworks and methodologies that underpin both strategic formulation and leadership-driven execution. Drawing upon seminal concepts from thought leaders like Michael Porter, particularly from his influential work "Competitive Strategy: Techniques for Analyzing Industries and Competitors", participants will learn to analyze their competitive landscape with precision. The course moves beyond theory to provide practical tools for translating strategic intent into tangible results. At BIG BEN Training Center, we have crafted a curriculum that empowers leaders to foster a culture of accountability, align their teams with organizational goals, and navigate the complexities of change management. This is a comprehensive journey into mastering the dual competencies of a modern executive: visionary strategic thinking and relentless operational execution, ensuring sustainable growth and a lasting competitive advantage for your organization.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Senior Vice Presidents and Vice Presidents.
- Directors and General Managers.
- Heads of Departments and Senior Managers.
- Strategic Planners and Corporate Development Managers.
- Business Unit Leaders and Project Managers.
- High-potential individuals being groomed for leadership roles.
- Entrepreneurs and business owners seeking to scale their operations.

Target Sectors and Industries:

- Banking and Financial Services.
- Oil, Gas, and Energy Sector.
- Telecommunications and Information Technology.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Real Estate and Construction.
- Governmental agencies and public sector organizations.
- Non-profit and non-governmental organizations.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategy and Corporate Planning.
- Operations Management.
- Human Resources and Talent Management.
- Finance and Accounting.
- Marketing and Sales.
- Project Management Office (PMO).
- Business Development.
- Information Technology.

Course Offerings:

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

- Develop and articulate a clear strategic vision and mission for their organization.
- Conduct comprehensive internal and external environmental analyses using tools like SWOT and PESTLE.
- Formulate competitive strategies that create a sustainable market advantage.
- Master the principles of effective strategy execution and implementation.
- Lead and manage organizational change with confidence and competence.
- Design and utilize performance management systems like the Balanced Scorecard.
- Align departmental objectives and individual goals with overarching corporate strategy.
- Enhance decision-making capabilities under conditions of uncertainty.
- Foster a culture of accountability and high performance within their teams.
- Communicate strategic plans effectively to all stakeholders.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that adult learning is most effective when it is interactive, experiential, and directly relevant to the participant's professional challenges. This course utilizes a blended learning approach that combines expert-led presentations with dynamic group discussions, allowing participants to share insights and learn from diverse industry perspectives. A significant portion of the program is dedicated to hands-on activities, including in-depth case study analyses of real-world business scenarios, team-based strategic planning simulations, and practical workshops. Participants will engage in role-playing exercises to refine their leadership and communication skills in the context of strategy execution. Our experienced instructors facilitate a supportive learning environment, providing personalized feedback and encouraging critical thinking. The focus is not just on acquiring knowledge, but on building the skills and confidence to apply advanced strategic management and leadership principles immediately upon returning to the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Modern Strategic Management

- The Evolution of Strategic Thinking.
- Distinguishing Between Strategy, Vision, and Mission.
- The Strategic Management Process: Formulation, Implementation, and Evaluation.
- Conducting a Comprehensive SWOT Analysis.
- Analyzing the Macro-Environment using PESTLE Framework.
- Introduction to Stakeholder Analysis and Management.
- The Role of Corporate Culture in Strategic Success.

Unit Two: Advanced Strategy Formulation and Competitive Analysis

- Porter's Five Forces Model for Industry Analysis.
- Developing a Sustainable Competitive Advantage.
- Cost Leadership, Differentiation, and Focus Strategies.
- Exploring Blue Ocean Strategy for Uncontested Market Space.
- Value Chain Analysis for Identifying Core Competencies.
- Resource-Based View (RBV) of the Firm.
- Scenario Planning and Strategic Foresight.

Unit Three: Leadership in the Strategic Context

- The Role of the Leader in Driving Strategy.
- Transformational vs. Transactional Leadership Styles.
- Developing Strategic Thinking as a Leadership Competency.
- Emotional Intelligence for Effective Leadership.
- Strategic Decision-Making Models and Overcoming Biases.
- Leading and Communicating Organizational Change.
- Building and Leading High-Performance Teams.

Unit Four: Mastering Strategy Execution and Implementation

- Bridging the Gap Between Strategy and Execution.
- The Balanced Scorecard: Translating Strategy into Action.
- Developing Key Performance Indicators (KPIs) and Metrics.
- Resource Allocation and Strategic Budgeting.
- Managing Implementation Risks and Challenges.
- The Importance of Strategic Alignment Across the Organization.
- Project Management Principles for Strategy Execution.

Unit Five: Sustaining Performance and Future-Proofing the Organization

- The Role of Corporate Governance in Strategy.
- Fostering a Culture of Innovation and Continuous Improvement.
- Leading Digital Transformation Strategies.
- Ethical Considerations in Strategic Leadership.
- Succession Planning and Developing Future Leaders.
- Measuring and Reporting on Strategic Performance.
- Creating a Learning Organization for Long-Term Agility.

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 tension between executing a long-term strategy and responding to short-term market disruptions without compromising the core vision?

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

This training course distinguishes itself by focusing intensely on the integration of strategic formulation with leadership-driven execution, a synergy often overlooked in conventional programs. While many courses treat strategy and leadership as separate disciplines, we address them as two sides of the same coin, essential for achieving tangible business outcomes. Our curriculum moves beyond reciting theoretical models and provides a practical, actionable toolkit for implementation. We emphasize the "how" as much as the "what," using real-world case studies that explore both successes and failures in strategy execution, offering profound learning opportunities. The course is built around developing a holistic leadership mindset, equipping participants with the skills to not only devise a brilliant plan but also to inspire teams, manage change, and foster a culture of accountability that drives the strategy forward. The emphasis on interactive simulations and peer-to-peer learning in a diverse group of professionals ensures that participants leave not just with knowledge, but with the confidence and refined judgment to lead strategic initiatives effectively in their own complex environments.