Executive Strategy and Culture Leadership Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PLA6206_280947

Course Introduction / Overview:

In today's volatile business environment, the dual mastery of strategy and culture is no longer a luxury but a fundamental requirement for executive leadership. This intensive training course is meticulously designed to equip senior leaders with the advanced competencies needed to architect robust strategies and cultivate a thriving organizational culture that drives execution and sustainable growth. We delve into the intricate connection between a company's strategic direction and its cultural DNA, exploring how to align them for unparalleled competitive advantage. Drawing on foundational concepts from seminal thinkers like Edgar Schein, whose work in "Organizational Culture and Leadership" highlights the profound impact of culture on performance, this program moves beyond theory. Participants will engage in a dynamic learning journey, translating complex frameworks into actionable plans. BIG BEN Training Center has developed this course to provide a holistic perspective, ensuring that leaders can not only formulate a visionary strategy but also inspire the cultural shift necessary to bring it to life, fostering an environment of innovation, engagement, and resilience.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Vice Presidents (VPs) and C-Suite Executives (CFO, COO, CIO, CHRO).
- Heads of Departments and Senior Directors.
- General Managers and Division Heads.
- Senior Managers and Team Leaders with strategic responsibilities.
- Strategy and Corporate Planning Professionals.
- Human Resources and Organizational Development Leaders.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Financial Services and Banking.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy, Oil, and Gas.
- Governmental and Public Sector Organizations.
- Consulting and Professional Services.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Strategy and Corporate Planning.
- Human Resources and Talent Management.
- Operations and Production.
- Marketing and Sales.
- Finance and Accounting.
- Research and Development.
- Organizational Development and Change Management.

Course Offerings:

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

- Formulate a clear and compelling strategic vision for their organization.
- Analyze the existing organizational culture and identify areas for transformation.
- Align corporate culture with strategic objectives to enhance performance.
- Champion and lead complex organizational change initiatives effectively.
- Develop communication strategies to embed strategic and cultural goals.
- Foster a culture of innovation, accountability, and continuous improvement.
- Implement performance management systems that reinforce desired behaviors.
- Master strategic decision-making under uncertainty.
- Enhance their personal leadership style to inspire and motivate teams.
- Build resilient organizations capable of adapting to market shifts.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning. We employ a blended approach that combines expert-led presentations with hands-on, experiential activities. The course is built around real-world business case studies, allowing participants to analyze complex strategic and cultural challenges faced by leading global organizations. Interactive group discussions, workshops, and peer-to-peer coaching sessions foster a collaborative learning environment where diverse perspectives are shared and debated. Participants will engage in strategic planning simulations that challenge their decision-making skills in a risk-free setting. A significant emphasis is placed on personal reflection and the development of an actionable leadership plan that can be implemented post-course. Our expert facilitators provide continuous feedback and guidance, ensuring a personalized learning experience that addresses the unique challenges and objectives of each leader attending the program.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Leadership

- The modern executive's dual role in strategy and culture.
- Defining strategic intent, vision, and mission statements.
- Core principles of strategic thinking and analysis.
- Understanding the competitive landscape using frameworks like Porter's Five Forces.
- Introduction to organizational culture and its impact on performance.
- Diagnosing your current organizational culture using diagnostic tools.
- The leader's role as the chief architect of culture.

Unit Two: Architecting a Winning Corporate Strategy

- Advanced strategic analysis and environmental scanning (PESTLE).
- Developing a robust and agile strategic plan.
- Blue Ocean Strategy versus Red Ocean competition.
- Setting Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs).
- Resource allocation and strategic budgeting.
- Risk management in strategic planning.
- Communicating the strategic vision to all stakeholders.

Unit Three: Building a High-Performance Culture

- Defining the components of a desired organizational culture.
- Aligning cultural values with strategic business goals.
- Designing rituals, symbols, and systems to reinforce culture.
- The role of storytelling in shaping and embedding culture.
- Recruiting, onboarding, and promoting for cultural fit.
- Fostering psychological safety to encourage innovation and feedback.
- Measuring and monitoring cultural health and employee engagement.

Unit Four: Leading Strategic and Cultural Transformation

- Models for leading and managing organizational change.
- Overcoming resistance to strategic and cultural shifts.
- Building a coalition of change agents and champions.
- Effective communication strategies during times of transition.
- Managing the human side of mergers and acquisitions.
- Developing organizational agility and resilience.
- Case studies of successful and failed transformations.

Unit Five: Sustaining Excellence and Your Leadership Legacy

- Linking strategy, culture, and performance management systems.
- Developing a leadership pipeline and succession planning.
- Coaching and mentoring future leaders to uphold the culture.
- Ethical leadership and corporate governance.
- Driving continuous improvement and a learning organization mindset.
- Crafting your personal leadership legacy.
- Creating a personal action plan for implementation.

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 an executive leader authentically champion a new strategic direction that fundamentally conflicts with the organization's long-standing, cherished cultural values?

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

This course distinguishes itself by treating strategy and culture not as separate disciplines, but as two sides of the same coin, inextricably linked to organizational success. While many programs focus on either strategic planning or culture building, we provide an integrated framework that demonstrates how to weave them together for synergistic impact. Our approach is deeply rooted in practical application, moving beyond abstract theories to provide leaders with tangible tools and actionable frameworks they can implement immediately. The curriculum is built on a foundation of contemporary business challenges, utilizing recent and relevant case studies that reflect the complexities of the modern global market. Furthermore, the course places a strong emphasis on the leader's personal role in driving change. It is not just about what to do, but how to be the type of leader who can inspire trust, navigate resistance, and authentically embody the new strategic and cultural direction, ensuring that transformation is both successful and sustainable.