# Executive Project Leadership and Strategic Direction Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PRM4674_280610

## Course Introduction / Overview:

This intensive training course is designed to bridge the critical gap between high-level project execution and executive strategic leadership. In today's complex business environment, project directors and executives are required not only to deliver projects on time and within budget but also to ensure they align perfectly with the organization's long-term strategic goals. This program moves beyond traditional project management methodologies to cultivate the mindset, skills, and strategic foresight necessary for executive-level leadership. Drawing on principles articulated by renowned leadership expert John P. Kotter in his seminal work, "Leading Change," the course emphasizes the leader's role in driving significant organizational transformation through strategic initiatives. Participants will explore how to manage complex project portfolios, master financial acumen for investment decisions, and influence key stakeholders at the highest levels. BIG BEN Training Center has meticulously crafted this curriculum to empower leaders to navigate ambiguity, champion innovation, and build a culture of excellence, ultimately transforming project delivery into a powerful engine for strategic advantage and sustainable growth. This is a comprehensive journey from tactical management to visionary leadership.

## Target Audience / This training course is suitable for:

- Project Directors and Senior Project Managers.
- Program and Portfolio Managers.
- Heads of Project Management Offices (PMO).
- Chief Operating Officers and VPs of Operations.
- C-Suite Executives (CEOs, CFOs, CIOs) involved in project oversight.
- Business Unit Leaders and General Managers.
- Aspiring executives and senior leaders transitioning into director-level roles.
- Consultants specializing in strategy and project execution.

## Target Sectors and Industries:

- Information Technology and Telecommunications.
- Construction and Engineering.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Industrial.
- Energy, Oil, and Gas.
- Governmental agencies and public sector organizations.
- Consulting and Professional Services.

## Target Organizations Departments:

- Project Management Office (PMO).
- Strategic Planning and Business Development.
- Operations and Production.
- Engineering and Technical Services.
- Finance and Investment.
- Information Technology (IT).
- Executive Management and Leadership Teams.
- Human Resources and Organizational Development.

## Course Offerings:

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

- Align project portfolios with overarching corporate strategy and vision.
- Master advanced financial analysis for project selection and value optimization.
- Lead complex organizational change initiatives effectively.
- Develop and implement robust project governance frameworks.
- Enhance executive-level communication and stakeholder influence skills.
- Cultivate a high-performance culture within project teams and departments.
- Apply sophisticated risk intelligence to strategic decision-making.
- Drive innovation through strategic project and portfolio management.
- Formulate a personal leadership philosophy for guiding major initiatives.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed for deep, experiential learning that translates directly into on-the-job performance. This course rejects passive, lecture-based instruction in favor of a dynamic and interactive environment. A cornerstone of our approach is the extensive use of C-suite level case studies, which present participants with complex, real-world scenarios faced by executive project leaders. These are analyzed in facilitated group discussions, allowing for the exploration of diverse perspectives and strategic solutions. Interactive workshops and business simulations will challenge participants to apply concepts like portfolio balancing, risk assessment, and stakeholder negotiation in a controlled setting. A significant portion of the program is dedicated to peer-to-peer learning and collaborative problem-solving, fostering a powerful network of professional support. Role-playing exercises will be used to hone critical skills in areas such as board-level presentations and high-stakes conflict resolution. Continuous feedback from the instructor and peers is integrated throughout the course to ensure personal development and mastery of the advanced leadership competencies required for executive success.

## Course Agenda (Course Units):

### Unit One: The Strategic Mindset of the Executive Project Leader

- The evolution from project manager to strategic director.
- Aligning project portfolios with corporate vision and mission.
- Developing and implementing effective project governance frameworks.
- The role of the project director in corporate strategy formulation.
- Understanding the political landscape and organizational dynamics.
- Key Performance Indicators (KPIs) beyond the triple constraint.
- Case study analysis of strategic project alignment success and failure.

### Unit Two: Advanced Financial Acumen and Portfolio Management

- Financial models for project selection and investment appraisal.
- Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period.
- Conducting comprehensive cost-benefit and ROI analysis for executives.
- Techniques for strategic portfolio balancing and optimization.
- Value engineering and benefits realization management.
- Securing project funding and presenting the business case to the board.
- Simulation of a portfolio review and resource allocation meeting.

### Unit Three: Leading High-Stakes Projects and Organizational Change

- Applying John P. Kotter's 8-Step Process for Leading Change.
- Advanced stakeholder analysis and influence mapping.
- Executive-level negotiation and conflict resolution strategies.
- Managing resistance and building coalitions for change.
- Crisis leadership and decision-making in high-pressure project environments.
- Communicating change effectively across the entire organization.
- Workshop on developing a strategic change management plan.

### Unit Four: Executive Communication and Stakeholder Influence

- Crafting compelling narratives for project vision and strategy.
- Presenting complex project data to C-suite executives and boards.
- Mastering the art of persuasion and influence in the boardroom.
- Building and leveraging strategic alliances and partnerships.
- Public speaking and media communication for project directors.
- Facilitating effective executive-level meetings and steering committees.
- Role-playing high-stakes stakeholder negotiation scenarios.

### Unit Five: Cultivating a Culture of Excellence and Future-Proofing

- Developing a high-performance project management culture.
- Mentoring and coaching the next generation of project leaders.
- Fostering innovation and agility within project teams.
- Integrating sustainability and ethical considerations into project leadership.
- Advanced risk intelligence and anticipating future trends.
- Building a personal leadership legacy and brand.
- Creating a personal action plan for continued professional development.

## 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 project director effectively balance the tactical demands of project execution with the strategic imperative of long-term value creation for the organization?

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

This course distinguishes itself by moving beyond the conventional mechanics of project management to address the unique synthesis of strategic leadership and executive oversight. Unlike programs that focus primarily on methodologies and tools, our curriculum is built around developing the strategic acumen, political intelligence, and influential communication skills essential for operating at the highest levels of an organization. We concentrate on the mindset shift required to transition from a manager who executes tasks to a leader who shapes business outcomes. The course heavily utilizes C-suite level case studies and simulations that mirror the complex, ambiguous, and high-stakes challenges faced by real-world project directors and executives. The emphasis is not on finding a single "right" answer but on developing the critical thinking and adaptive leadership capabilities to navigate multifaceted business problems. Furthermore, the content is deeply rooted in established leadership theories, such as those from John P. Kotter, providing a robust academic foundation for the practical skills developed. It is an immersive experience designed to cultivate visionary leaders who can steer their organizations toward a successful future through strategic project execution.