



Management And Leadership

Visionary Leadership and Strategic Thinking

Course Introduction

This training course is designed for executives and senior leaders aiming to develop a strategic mindset to steer their organizations toward future success. Participants will gain a deep understanding of strategic thinking principles, perform environmental scanning and SWOT analysis, and create and implement effective strategic plans. The course also covers how to lead change and maintain a strategic mindset over time. By the end of the program, leaders will be equipped with the tools and strategies needed to think strategically, clearly communicate their vision, and foster a culture of innovation and continuous improvement within their organizations.

Course Features:

- Comprehending strategic thinking and the essence of visionary leadership
- Conducting environmental scanning and SWOT analysis to identify opportunities and threats
- Crafting a strategic plan aligned with the organization's vision and goals
- Implementing and executing the strategic plan effectively
- Leading change and maintaining a strategic mindset over time

Target Audience

- C-level executives
- Business owners and entrepreneurs
- Department heads and managers
- Team leaders and supervisors
- Professionals in strategic planning and management

Learning Objectives

At the end of this training course, participants will be able to:

- Develop a strategic mindset
- Create a clear and compelling vision
- Conduct environmental scanning and SWOT analysis
- Develop and implement a strategic plan
- Lead change and sustain a strategic mindset

Course Outline

• 01 Day One

The Foundations of Visionary Leadership and Strategic Thinking

- Understanding strategic thinking
- Developing a strategic mindset
- The role of visionary leadership
- Creating a culture of strategic thinking
- Crafting a compelling vision statement
- Effectively communicating the vision
- Benefits of strategic leadership

• 02 Day Two

Strategic Thinking Fundamentals

- Defining strategic thinking
- Differentiating strategic thinking from operational thinking
- Key components of strategic thinking
- Analyzing market trends and competitor behavior
- Conducting environmental scanning and SWOT analysis
- Using data to inform strategic decisions
- Making trade-offs and prioritizing initiatives

• 03 Day Three

Strategic Planning and Goal Setting

- The strategic planning process
 - Setting strategic goals and objectives
 - Developing a strategic plan
 - Aligning goals with the vision
 - Using metrics to measure success
 - Role of accountability in strategic planning
 - Communicating the plan to stakeholders
- 04 Day Four

Implementation, Execution, and Leading Change

- Implementing the strategic plan
- Identifying key success factors
- Creating an action plan
- Assigning responsibility and accountability
- Managing resources effectively
- Monitoring progress and making adjustments
- Leading change through strategic thinking
- Building a culture of innovation
- Sustaining a strategic mindset over time
- Managing resistance to change
- Encouraging continuous improvement
- Celebrating successes and learning from failures

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 4, 2025	May 7, 2025	4 days	4250.00 \$	Morocco - Marakesh
Sept. 8, 2025	Sept. 11, 2025	4 days	4250.00 \$	UAE - Dubai
Dec. 15, 2025	Dec. 18, 2025	4 days	5950.00 \$	USA - Texas

