

€ TRAINING

Strategic Leadership

5 - 9 August 2024
Trabzon (Turkey)





Strategic Leadership

REF: ST2109 DATE: 5 - 9 August 2024 Venue: Trabzon (Turkey) - Fee: 5300 Euro

Introduction:

This training program provides participants with a deep understanding of strategic leadership and its role in driving organizational success. It empowers them to develop the skills and strategies necessary to lead effectively and make impactful decisions in dynamic environments.

Program Objectives:

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

- Understand the core principles and practices of strategic leadership.
- Develop a strategic vision and align it with organizational goals.
- Foster a culture of innovation and adaptability.
- Make informed decisions in complex and uncertain situations.
- Inspire and influence others to achieve strategic objectives.

Targeted Audience:

- Senior Executives and Directors.
- Mid-level Managers and Team Leaders.
- Entrepreneurs and Business Owners.
- Aspiring Leaders and Professionals.
- Organizational Development Specialists.

Program Outline:

Unit 1:

Foundations of Strategic Leadership:

- Defining strategic leadership and its importance.
- Differentiating between leadership and management.
- Key traits and competencies of effective strategic leaders.

- Understanding the strategic leadership process.
- Successful strategic leaders.

Unit 2:

Developing Strategic Vision and Alignment:

- Creating a compelling strategic vision.
- Aligning vision with organizational goals and objectives.
- Communicating the vision to inspire and engage stakeholders.
- Translating vision into actionable plans.
- Case studies on vision development and alignment.

Unit 3:

Leading Organizational Change and Innovation:

- The role of leaders in driving change and innovation.
- Building a culture that supports innovation and continuous improvement.
- Overcoming resistance to change.
- Strategies for fostering creativity and new ideas.
- Organizations that have successfully led change.

Unit 4:

Decision-Making in Strategic Leadership:

- Making strategic decisions under uncertainty and complexity.
- Analyzing risks and opportunities.
- Balancing short-term needs with long-term goals.
- Tools and frameworks for effective decision-making.
- Case studies on strategic decision-making.

Unit 5:

Influencing and Inspiring for Strategic Success:

- Techniques for influencing and inspiring others.
- Building trust and credibility as a leader.
- Effective communication and storytelling in leadership.
- Motivating teams to achieve strategic objectives.
- Best practices for sustaining strategic leadership over time.