

€ TRAINING

Creative Strategic Planning and Leadership



14 - 18 October 2024
Barcelona (Spain)



Creative Strategic Planning and Leadership

REF: ST2132 DATE: 14 - 18 October 2024 Venue: Barcelona (Spain) - Fee: 5565 Euro

Introduction:

This training program delves into innovative approaches to strategic planning and leadership, emphasizing creativity and adaptability in guiding organizations towards their long-term goals. It empowers participants to blend strategic vision with effective leadership practices to drive organizational success.

Program Objectives:

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

- Develop and implement creative strategic plans that align with organizational goals.
- Employ leadership techniques that foster innovation and adaptability.
- Analyze and adapt strategies in response to dynamic market conditions.
- Cultivate a culture of strategic thinking and proactive leadership within their teams.
- Evaluate the impact of strategic initiatives on organizational performance.

Targeted Audience:

- Senior Managers.
- Executives.
- Strategic Planners.
- Team Leaders.
- Organizational Development Specialists.

Program Outline:

Unit 1:

Foundations of Creative Strategic Planning:

- Principles of strategic planning and its importance.
- Techniques for fostering creativity in strategic development.
- Tools for strategic analysis and visioning.

- Aligning strategic plans with organizational mission and values.
- Case studies on successful creative strategic planning.

Unit 2:

Innovative Leadership Practices:

- Characteristics of effective and innovative leaders.
- Leadership styles that encourage creativity and innovation.
- Techniques for leading change and managing resistance.
- Building and nurturing high-performing, creative teams.
- Real-world examples of innovative leadership.

Unit 3:

Adapting Strategies to Market Dynamics:

- Analyzing market trends and competitive landscapes.
- Techniques for agile strategic planning and execution.
- Adapting strategies in response to external and internal changes.
- Tools for scenario planning and risk management.

Unit 4:

Building a Culture of Strategic Thinking:

- Promoting a strategic mindset within teams.
- Encouraging proactive problem-solving and innovation.
- Techniques for strategic communication and alignment.
- Developing processes for continuous strategic improvement.

Unit 5:

Evaluating Strategic Impact and Leadership Effectiveness:

- Metrics and methods for assessing the success of strategic initiatives.



- Tools for measuring leadership impact on organizational performance.
- Techniques for feedback and continuous improvement.
- Aligning strategic outcomes with business objectives.