

€ TRAINING

Mastering Creative Strategic Planning and
Leadership



12 - 23 May 2025
Barcelona (Spain)



Mastering Creative Strategic Planning and Leadership

REF: ST1531 DATE: 12 - 23 May 2025 Venue: Barcelona (Spain) - Fee: 9460 Euro

Introduction:

This comprehensive training program is designed to elevate strategic planning and leadership skills, integrating creativity with advanced strategic frameworks to foster organizational innovation and success.

Program Objectives:

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

- Develop innovative strategies that align with organizational vision and market dynamics.
- Lead effectively through complex and changing business landscapes.
- Utilize creative problem-solving techniques to overcome strategic challenges.
- Drive organizational change with adaptive and visionary leadership.
- Measure and enhance the impact of strategic initiatives.

Targeted Audience:

- Senior Executives.
- Strategic Planners.
- C-Level Managers.
- Innovation Leaders.
- Change Managers.

Program Outline:

Unit 1:

Advanced Concepts in Strategic Planning:

- Integrating creativity with strategic planning.
- The evolution of strategic planning models.
- Scenario planning and its impact on long-term strategies.

- Systems thinking in strategy formulation.
- Analyzing case studies of strategic innovation.

Unit 2:

Leadership in a Strategic Context:

- The role of leadership in strategic planning.
- Characteristics of strategic leaders.
- Cultivating leadership at all organizational levels.
- Ethical leadership and corporate governance.
- Building and sustaining strategic leadership capabilities.

Unit 3:

Creative Problem-Solving and Innovation:

- Techniques for fostering creativity in strategic contexts.
- Design thinking as a tool for innovation.
- Bridging creativity and analytical thinking.
- Innovative solutions for strategic problems.
- Implementing creative solutions effectively.

Unit 4:

Strategic Decision-Making:

- Decision-making processes in strategic planning.
- Tools and techniques for advanced decision analysis.
- The impact of cognitive biases on strategic decisions.
- Risk management in strategic decision-making.
- Enhancing decision-making with AI and data analytics.

Unit 5:

Dynamic Strategy Formulation:

- Adapting strategies in rapidly changing environments.
- Agile and flexible strategic planning.
- Competitive strategy in hyper-competitive industries.
- Utilizing digital transformation for strategic advantage.
- Balancing stability and adaptability.

Unit 6:

Strategic Communication and Stakeholder Engagement:

- Communicating strategy effectively to diverse audiences.
- Engaging stakeholders in strategic planning.
- Managing expectations and aligning interests.
- Strategies for internal and external communication.
- Crisis communication and strategic responses.

Unit 7:

Organizational Culture and Strategic Alignment:

- Aligning culture with strategy for effective execution.
- Cultivating a culture of innovation and resilience.
- Change management strategies for cultural transformation.
- Assessing and shaping organizational culture.
- Leadership roles in cultural alignment.

Unit 8:

Strategic Human Resource Management:

- Aligning HR strategies with business strategy.
- Strategic talent management and workforce planning.
- Leadership development and succession planning.

- Performance management as a strategic tool.
- Fostering diversity and inclusion in strategic HRM.

Unit 9:

Measuring and Evaluating Strategy Performance:

- Key performance indicators for strategic success.
- Balanced scorecards and strategy maps.
- Continuous improvement and learning loops.
- Return on investment for strategic initiatives.
- Feedback mechanisms and adaptive strategies.

Unit 10:

Leading Change and Strategic Renewal:

- Principles of leading transformative change.
- Strategies for sustainable growth and renewal.
- Navigating organizational resistance to change.
- Leading mergers, acquisitions, and strategic alliances.
- Future trends in strategic management and leadership.