



GULF EURO

For Training

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Leadership and Strategic Management

Ref.: LS-3101



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Introduction

In today's fast-changing and complex business world, traditional leadership is no longer enough to guarantee organizational success. Strategic management is not an option but a necessity to achieve competitive advantage and sustainable growth. A true leader possesses the ability to think long-term, make tough decisions based on solid analysis, and motivate teams to embrace change and innovation. This training course equips you with essential strategic leadership skills and provides clear, practical tools to design and implement effective strategies that confidently steer your organization into the future, with the ability to adapt to challenges and turn them into real opportunities.

Training Objectives

- Understand leadership roles and different leadership styles in various work environments.
- Apply strategic management concepts practically to develop plans and achieve goals.
- Enhance strategic decision-making and problem-solving skills.
- Manage change and motivate teams for high performance.
- Improve communication and collaboration across all organizational levels.

Course Outlines

Day 1: Principles of Effective Leadership

- Definition and types of leadership.
- Characteristics of successful leaders.
- Building trust within the team.
- Communication and influence skills.
- Motivating and driving team performance.

Day 2: Concepts of Strategic Management

- Definition and importance of strategic management.
- Internal environment analysis (strengths and weaknesses).
- External environment analysis (opportunities and threats).
- Formulating vision and mission statements.
- Setting strategic objectives.

Day 3: Strategic Planning and Execution

- Tools and methods for strategic planning.
- Developing detailed strategic plans.
- Effective resource allocation.
- Plan implementation and monitoring.
- Performance measurement and course correction.

Day 4: Change Management and Innovation

- Understanding the nature and causes of change.
- Strategies for managing resistance to change.
- Building a culture of innovation within the organization.
- Encouraging employee engagement in change.
- Tools for tracking and evaluating change.

Day 5: Strategic Decision Making and Problem Solving

- Methods for analyzing strategic problems.
- Models for effective decision making.
- Handling uncertainty and risks.
- Building teams for decision making.
- Monitoring decision outcomes and continuous improvement.

Registration Form

Leadership and Strategic Management

Complete & Mail Gulf Euro For Training at the address given below

☐ AMSTERDAM ☐ MADRID ☐ ISTANBUL ☐ MUNICH ☐ PARIS ☐ BRUSSELS

Course Language: ☐ English ☐ Arabic

Participant Information

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Company Information

Company Name:

Address:

City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Payment Method

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