



course : The Art of Strategic Management and Leadership

City :	Amsterdam	Hotel :	Hotel Okura Amsterdam
Start Date :	2025-10-27	End Date :	2025-10-31
Duration :	1 Week	Price :	5950 \$



Course Overview

In today's turbulent business environment, leaders must focus on driving their organizations through challenges while making informed decisions on strategy, succession planning, and leveraging intellectual capital. This Art of Strategic Management and Leadership training course equips leaders with the skills to develop and implement effective strategies and to master the people management and leadership skills needed to achieve organizational success.

The course is divided into two modules: Strategic Planning and Execution and Mastering People Management & Team Leadership. Participants gain practical insights, contemporary theories, and actionable techniques to create value, lead change, and enhance organizational performance.

Course Objectives

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

Expand understanding of strategic thinking and its application in modern organizations.

Understand the strategy formation and implementation process.

Link organizational strategy to outcomes such as revenue, profit, and growth.

Recognize organizational change needs and lead transformations effectively.

Demonstrate leadership skills including communication, inspiration, systems thinking, and emotional intelligence.

Apply personal influence and political savvy for effective networking.

Implement change management models for communicating and executing change.

Maximize productivity and performance of team members.

Target Audience

Professionals engaged in strategic planning.

Managers leading organizational change initiatives.

Leaders responsible for resource optimization and team performance.

Executives seeking to enhance leadership, strategic thinking, and organizational impact.

Methodology



The course combines interactive lectures, group discussions, team exercises, and case studies. Practical exercises and video sequences are used to reinforce concepts and ensure participants can apply skills effectively in real-world settings.

Course Outline

Day 1 – Strategic Thinking and Organizational Strategy

The dynamics of strategy development

Corporate purpose and vision

Resource development and environmental analysis

Building a cohesive corporate strategy

Day 2 – Strategic Planning, Control, and Governance

Setting objectives and tasks

Communicating strategy effectively

Resource allocation and strategic planning

Monitoring, control mechanisms, and corporate governance

Ethics in strategic management

Day 3 – Strategic Change and Public/Non-Profit Strategy

Causes and types of change

Prescriptive and emergent approaches to managing change

Strategic change programs

Public sector and non-profit strategy fundamentals

Day 4 – Leadership, People Management, and Team Dynamics

Leader vs. manager: role clarity and self-perception

Balancing stakeholder demands and implementing change

Personal effectiveness, time management, and delegation

Team building, motivation, and reward strategies

Day 5 – Communication, Influence, and Coaching for Performance

Effective communication, active listening, and negotiation

Conflict management and assertiveness

Coaching techniques for personal and team development

Enhancing team performance and development planning

Course review and action planning

Certificates



On successful completion of this training course, HighPoint Certificate will be awarded to the delegates.
Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.