Leadership & Strategic Management: Driving Organizational Success

27 June – 1 July 2027
Tunis (Tunisia)



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Why This Course

In today's fast-moving and highly competitive environment, leadership is no longer limited to managing operations — it requires clear vision, strategic direction, and the ability to mobilize people toward shared goals. Organizations succeed when leaders think ahead, act decisively, and align strategy with execution.

This comprehensive one-week Leadership & Strategic Management program is designed to strengthen both strategic thinking and practical leadership capability. Participants will explore proven frameworks, apply them to real organizational challenges, and build the confidence needed to lead teams, execute strategy, and manage transformation effectively.

What You'll Learn and Practice

By attending this program, you will be able to:

- Develop a strategic mindset to identify opportunities and address complex challenges.
- Strengthen leadership skills to inspire, influence, and motivate teams.
- Formulate and implement clear, actionable organizational strategies.
- Lead change initiatives with structure and confidence.
- Improve decision-making in dynamic and uncertain business environments.

The Program Flow

Day 1: Foundations of Strategic Leadership

- The meaning and responsibilities of strategic leadership
- Defining vision, mission, and long-term direction
- Analyzing internal capabilities and external market forces
- Applying structured strategic decision-making models

Day 2: Developing Effective Strategies

- The strategy formulation process
- Building competitive advantage and market positioning
- Business model innovation and value creation
- Aligning structure, culture, and systems with strategy



Day 3: Leading High-Performance Teams

- Building trust and accountability within teams
- Communication techniques that strengthen leadership impact
- Managing conflict and negotiation constructively
- Encouraging innovation and collaborative thinking

Day 4: Implementing and Executing Strategy

- Common challenges in strategy execution
- Resource planning, prioritization, and budgeting
- Defining performance indicators and measuring progress
- Managing strategic initiatives and key projects

Day 5: Leading Change and Transformation

- Understanding the dynamics of organizational change
- Practical change management models and tools
- Addressing resistance and maintaining engagement
- Embedding continuous improvement into organizational culture

Individual Impact

Participants will leave the program with:

- A structured strategic plan tailored to their organization.
- A practical action plan to enhance team performance.
- A defined approach to managing current change initiatives.
- A personalized leadership development roadmap.

Organizational Impact

Organizations will benefit from:

- Clearer strategic alignment and stronger execution capability.
- More engaged and high-performing teams.
- Improved adaptability in response to change.
- Leaders who think strategically while acting decisively.



Training Methodology

- Interactive leadership discussions grounded in real business scenarios
- Strategic analysis workshops and planning exercises
- Group problem-solving and peer learning
- Action planning sessions focused on practical implementation

Beyond the Course

By the end of the one week, participants will be prepared to:

- Lead with clarity, confidence, and strategic direction.
- Translate vision into actionable plans and measurable results.
- Guide teams through complexity and change effectively.
- Contribute to sustained organizational growth and long-term success.

