

The Art of Strategic Management and Leadership Course

23 – 27 August 2027
Amsterdam (Netherlands)

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Ref: 321978_179423 **Date:** 23 – 27 August 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Why This Course

Organizations today operate in an environment defined by rapid change, global competition, and technological disruption. To succeed, leaders must think strategically, anticipate emerging opportunities, and guide their organizations through transformation with clarity and confidence. Strategic leadership is no longer limited to planning—it requires the ability to align people, processes, and resources to achieve sustainable results.

This intensive 5-day program equips leaders with advanced strategic management and leadership capabilities. Through a combination of proven frameworks, practical tools, and real-world applications, participants will strengthen their strategic thinking, develop effective strategies, and learn how to execute them successfully while leading change and innovation across their organizations.

What You'll Learn and Practice

By participating in this program, you will:

- Develop a strategic mindset to identify opportunities and navigate complex challenges.
- Apply tools and frameworks for effective strategy formulation and execution.
- Strengthen leadership capabilities needed to drive innovation and organizational change.
- Align organizational culture, structure, and systems with strategic priorities.
- Improve decision-making in uncertain and rapidly evolving environments.
- Explore emerging trends shaping the future of strategic leadership.

The Program Flow

Day 1: Foundations of Strategic Management

- Understanding core strategic management concepts.
- Analyzing external and internal environments.
- Defining vision, mission, and organizational values.
- Applying strategic thinking to leadership decision-making.

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A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

Day 2: Strategy Formulation and Planning

- Developing corporate and business-level strategies.
- Building competitive advantage and strategic positioning.
- Applying structured strategic planning tools and processes.
- Using scenario planning and foresight to anticipate future developments.

Day 3: Strategy Implementation and Execution

- Aligning organizational structures with strategic goals.
- Managing resources and budgets to support strategy.
- Measuring performance and monitoring strategic outcomes.
- Applying practical frameworks for effective strategy execution.

Day 4: Strategic Leadership and Change Management

- Understanding leadership styles that support strategic transformation.
- Leading organizational change and encouraging innovation.
- Building and guiding high-performing teams.
- Managing stakeholder relationships and strategic communication.

Day 5: Emerging Trends and the Future of Strategic Management

- Understanding the impact of digital transformation on strategy.
- Integrating sustainability and corporate responsibility into strategic planning.
- Navigating global strategy and cross-cultural leadership challenges.
- Developing adaptive strategies for volatile and uncertain environments.

Individual Impact

- Strengthen strategic thinking and leadership confidence.
- Improve decision-making in complex business environments.
- Gain practical frameworks for developing and implementing strategies.
- Build a personal leadership development plan aligned with strategic goals.

Work Impact

- Improve alignment between organizational vision, strategy, and execution.
- Enhance the organization's ability to adapt to market changes.
- Strengthen leadership capability for managing transformation and innovation.
- Support sustainable growth and long-term organizational success.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) positioned on it. The text 'UK Training PARTNER' is overlaid on the board.

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Training Methodology

The program combines strategic frameworks with practical learning to ensure real-world impact. Learning methods include:

- Interactive workshops and facilitated discussions.
- Case studies drawn from real strategic challenges.
- Group exercises focused on strategy formulation and execution.
- Leadership assessments and guided reflection.
- Practical templates and tools for strategic planning.

Beyond the Course

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

- Develop and implement clear, effective organizational strategies.
- Lead strategic change initiatives with confidence.
- Align teams and resources to support strategic objectives.
- Guide their organizations toward sustainable growth and competitive advantage.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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