BLACKBIRD FOR TRAINING

Strategic Growth & Change: Leading Organizational Success

14 – 18 June 2027
Baku (Azerbaijan)



Strategic Growth & Change: Leading Organizational Success

Ref: 322679_209138 **Date:** 14 – 18 June 2027 **Location:** Baku (Azerbaijan) **Fees:** 5200 GBP

Why This Course

Sustained growth requires leaders who can see opportunities before they become obvious, respond to disruption with confidence, and guide organizations through change without losing focus or momentum. In complex business environments, growth is no longer achieved through planning alone. It depends on strategic insight, innovation, adaptability, stakeholder alignment, and disciplined execution.

Senior executives and change leaders must be able to identify market opportunities, design growth strategies, build change readiness, manage resistance, and create a culture that supports innovation and continuous transformation. They also need practical tools to sustain progress and maintain competitive advantage over time.

This intensive 1-week course equips senior executives and change leaders with the skills needed to drive strategic growth and lead organizational change successfully. Through case studies, interactive exercises, executive discussions, and practical planning tools, participants will learn how to develop growth strategies, design change initiatives, lead innovation, manage stakeholders, and sustain transformation outcomes.

What You'll Learn and Practice

By joining this program, you will:

- Develop a strategic mindset for identifying and capitalizing on growth opportunities.
- Analyze market trends, competitive shifts, and emerging business opportunities.
- Align growth strategies with organizational capabilities and resources.
- Design and implement organizational change initiatives using proven frameworks.
- Conduct change readiness assessments and identify potential barriers.
- Create a compelling change vision that builds commitment.
- Develop comprehensive change management plans.
- Foster innovation, agility, and adaptability within teams and organizations.
- Manage disruptive technologies and evolving business models.
- Communicate change effectively and manage stakeholder expectations.
- Overcome resistance and build buy-in across the organization.
- Measure change effectiveness and sustain strategic growth over time.



The Program Flow

Day 1: Foundations of Strategic Growth

- Understanding the strategic growth imperative.
- Recognizing growth drivers in dynamic markets.
- Analyzing market trends and identifying growth opportunities.
- Assessing internal capabilities, resources, and competitive position.
- Developing a growth-oriented organizational culture.
- Aligning strategy with organizational capabilities.
- Practical exercise: Identifying strategic growth opportunities for your organization.

Day 2: Designing Change Initiatives

- Frameworks for organizational change.
- Understanding the connection between growth strategy and change execution.
- Conducting change readiness assessments.
- Identifying stakeholders, risks, barriers, and success factors.
- Creating a compelling change vision.
- Developing comprehensive change management plans.
- Workshop: Designing a change initiative linked to strategic growth priorities.

Day 3: Leading Innovation and Adaptability

- Fostering a culture of innovation.
- Encouraging experimentation, learning, and creative problem-solving.
- Techniques for driving organizational agility.
- Managing disruptive technologies and business models.
- Building adaptive capabilities within teams.
- Creating conditions for innovation to move from idea to implementation.
- Practical exercise: Designing an innovation and adaptability plan.

Day 4: Implementing Strategic Change

- Effective change communication strategies.
- Communicating vision, urgency, benefits, and expectations.
- Overcoming resistance to change.
- Managing stakeholder expectations and competing priorities.
- Aligning systems, processes, structures, and behaviors with change initiatives.
- Monitoring change progress and adjusting implementation actions.
- Role play: Managing a difficult stakeholder conversation during change.



Day 5: Sustaining Growth and Success

- Metrics for measuring change effectiveness.
- Tracking growth, adoption, performance, engagement, and business impact.
- Embedding change in organizational culture and daily routines.
- Strategies for maintaining competitive advantage.
- Building long-term strategic resilience and learning capability.
- Personal leadership development for ongoing success.
- Final activity: Presenting a strategic growth and change leadership roadmap.

Individual Impact

- Strengthen your strategic thinking and growth leadership capability.
- Improve your ability to identify and evaluate growth opportunities.
- Build confidence in designing and leading major change initiatives.
- Enhance your innovation, adaptability, and stakeholder management skills.
- Improve communication and influence during transition and uncertainty.
- Develop a personal leadership approach for sustaining strategic success.

Work Impact

- Improve organizational ability to pursue and capture growth opportunities.
- Strengthen readiness for transformation, innovation, and market disruption.
- Increase stakeholder alignment and commitment during change.
- Reduce resistance through clearer communication and structured implementation.
- Improve change effectiveness through stronger measurement and follow-up.
- Build a culture that supports agility, innovation, and sustainable competitive advantage.

Training Methodology

This program uses an executive-level, practical, and strategy-focused approach. Participants will apply growth and change tools to real organizational challenges while exchanging insights with peers facing similar leadership issues. Learning methods include:

- Executive discussions and expert-led facilitation.
- Strategic growth and organizational change case studies.
- Market trend and opportunity analysis exercises.
- Change readiness and stakeholder assessment workshops.
- Innovation and agility design activities.
- Change communication and resistance management role plays.
- Metrics and sustainability planning exercises.
- Peer exchange, facilitator feedback, and practical roadmap development.



Beyond the Course

Upon completion, participants will be equipped to lead strategic growth and organizational change with greater clarity, confidence, and discipline. They will return ready to:

- Develop a customized strategic growth plan for their organization.
- Apply a toolkit of change management techniques and frameworks.
- Lead innovation and adaptability across teams and functions.
- Manage stakeholder expectations and overcome resistance.
- Measure and sustain change effectiveness.
- Build stronger executive networks for continued learning, support, and strategic exchange.

