Management & leadership · ML78

The Advanced Strategic Management Programme

Casablanca · 30 Nov 2026 - 4 Dec 2026

Date	Venue	Duration
30 Nov 2026 - 4 Dec 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**ML78**	**English**

Introduction

This Strategic Management Programme will enable experienced managers and specialists to advance their existing knowledge and skills in business strategy and contribute significantly to the development of their teams and organisations in a rapidly changing and increasingly competitive global business environment.

This Advanced Strategic Management Programme examines the new business challenges we face today. We must prepare ourselves and our employees to deal with significant changes in markets, competitive structures, technology, operational relationships, and organisational structures. It is a fast-paced training course that provides the opportunity to improve strategic management capability through the introduction and application of cutting-edge thinking and best practices in national and international operations development.

This training course is intensive, comprehensive, and interactive in nature. This will allow participants to generate new ideas for their area of business while also gaining an understanding of the strategic impact of their personal specialisations on the overall performance of the organisation.

This course will highlight the following major issues:

- Structural change in international business and its implications for strategic management
- Aligning strategy, structure, culture, and operations
- Developing our teams for the new challenges of 21st-century business
- Designing and resourcing strategic plans that can be executed effectively
- Managing the effective execution of strategic plans

Course Objectives of Advanced Strategic Management Programme

At the end of this training seminar, The Strategic Management Programme, delegates will leverage their experience and deepen their management and

leadership skills in the following activities of strategic management:

- Enhancing your personal contribution in meeting corporate objectives
- Achieving leadership success in directing and focusing the work of your teams
- Setting demanding and realistic strategic and operational goals and targets
- Strengthening alignment of strategic and operational management
- Improving and developing strategic thinking in the whole team

Course Methodology of Advanced Strategic Management Programme

The Management Programme training course is designed as a highly interactive learning and personal development mechanism for experienced managers. The methodology is based on participative learning and sharing of experience. This will involve a detailed analysis of strategic issues and decisions using real-life case examples for discussion and case studies for group work. This will involve applying leading-edge analytical tools. It will be based substantially on strategic decisions in real-life situations in which the course leader has been personally involved so that outcomes can be presented, discussed, and evaluated for their applicability in each delegate’s own organisation.

Organisational Impact of Advanced Strategic Management Programme

By sending delegates to this Horizon Plus training course, the organisation will gain the following benefits:

- Better decision-making leading to improved business performance
- Development and cascading of strategic thinking across the whole organisation
- More ambitious targeting and goal setting at all levels of the organisation
- Sharper focus and greater effectiveness in planning at strategic and operational levels
- Higher consistency in the execution of strategic programme and projects
- Creative and original ideas for strategic, operational, and organisational development

Personal Impact of Advanced Strategic Management Programme

By attending this training course delegates can expect to gain the following personal development benefits:

- Detailed appreciation of the trends that influence 21st-century business development
- Understanding best practice in aligning strategic and operational management
- Learning how to use tools and techniques of strategic analysis and planning
- Improved personal leadership and team-building skills
- Identifying and introducing innovative approaches to management
- Preparation for higher-level operational and strategic management responsibility

Target Audience of Advanced Strategic Management Programme

This training course, The Strategic Management Programme, will be presented at an advanced

level. Delegates will need to have substantial senior management experience, including involvement in deciding the direction of their part of the organisation if they are to understand and apply the material that is presented and thereby gain the full benefit from this training course.

Delegate characteristics are as follows:

- Proven career potential that now requires a high-level understanding of strategic management
- Significant senior level operational management experience in their organisations
- Experienced specialists in corporate finance
- Human resource managers who contribute to long-term staff development
- Specialists in supply chain design and logistic systems

Course Outlines of Advanced Strategic Management Programme

DAY 1

Identifying New Opportunities in Global Business

- What does globalisation mean and what are its biggest challenges?
- Why Global Economic and Business Structures are Changing
- Understanding Comparative Advantage and Competitive Advantage
- Managing Transition – What activity belongs where?

DAY 2

New Mechanisms that Support Global Business Development

- Effective Business Models for an Increasingly Integrated Environment
- The Strategic Relevance of the Responsive and Agile Organisation
- Post-merger and Post-acquisition Management as Major Challenges
- Collaboration as a means of Accelerating Global Development
- Product and Process Innovation in Global Strategy

DAY 3

Organisational and Human Resource Development

- The Process of Creating and Managing High-performance Teams
- Developing the New Generation of Potential Senior Managers
- Flexible, Extended, and Virtual Organisation Structures
- Mentoring and Coaching – The new roles for senior managers
- The Strategic Implications of the Flattening Organisation

DAY 4

Best Practice in Strategic Management

- Strategic Planning in an Uncertain and Rapidly Changing Business Environment
- The Main Strategic Priority – How to gain and sustain profitable growth?
- Building the Business Model – Achieving the optimum outcome
- Creating an Effective Linkage between Strategy and Operations
- The Concept of Alignment – How to keep your teams focused and on track?

DAY 5

Ensuring Effective Execution of Strategic Plans

- The Framework of an Effective Strategic Plan
- Setting up and Managing an Effective Strategic Planning Team
- Resourcing the Planning Process and Projecting Inputs and Outputs
- Presenting and Communication the Strategic Plan to Your Operations Teams
- Leading the Execution of the Strategic Plan
- Final Questions, Answers, and Deciding Personal Follow-up Actions
- Course Leader’s Summary and Overview of the Whole Course

Register or ask about this course online

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