

Executive Management: Planning, Goal Setting, and Performance Management

1 – 5 February 2027
Casablanca

AGILE LEADERS
Training Center

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Ref: 36207_15995 **Date:** 1 – 5 February 2027 **Location:** Casablanca **Fees:** 4100 Euro

Course Overview:

This intensive course is designed to equip current and aspiring executives with the critical skills needed for effective planning, goal setting, and performance management in a dynamic business environment. Participants will learn to develop strategic plans that align with organizational objectives, set achievable and motivating goals, and implement performance management systems that drive success. The course emphasizes the use of data-driven decision-making, effective communication strategies, and leadership techniques that foster a culture of accountability and continuous improvement.

Target Audience:

- Senior executives and managers seeking to enhance their strategic planning and goal-setting capabilities
- Mid-level managers aspiring to executive positions, requiring advanced skills in planning and performance management
- Leaders responsible for driving organizational performance and strategic alignment
- Professionals aiming to improve their ability to manage teams and projects effectively

Targeted Organizational Departments:

Ideal for leaders across all departments, including strategic planning, operations, human resources, finance, and marketing, who are involved in setting goals and managing performance at various levels of the organization.

Targeted Industries:

Suitable for a wide range of industries, including technology, healthcare, finance, manufacturing, and public service, where effective planning and performance management are key to organizational success.

Course Offerings:

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

- Develop and communicate strategic plans that align with organizational vision and goals
- Set SMART Specific, Measurable, Achievable, Relevant, Time-bound goals that motivate and challenge teams
- Implement effective performance management systems that enhance productivity and accountability
- Utilize data and analytics for informed decision-making and performance improvement

- Lead and manage change effectively, ensuring strategic objectives are met

Training Methodology:

The course combines theoretical learning with practical application, including:

- Interactive workshops and seminars led by industry experts
- Case studies and group discussions to explore real-world challenges and solutions
- Role-playing exercises to practice communication and leadership strategies
- Personalized feedback sessions to refine skills and approaches
- Access to digital resources and tools for ongoing development

Course Toolbox:

Participants will receive:

- Comprehensive course materials and guides on strategic planning, goal setting, and performance management
- Templates and tools for developing strategic plans and setting goals
- Checklists and frameworks for implementing performance management systems
- Access to online resources and best practices for continuous learning

Course Agenda:

Day 1: Strategic Planning for Executives

- Introduction to Strategic Planning in Executive Management
- Tools and Techniques for Effective Strategic Analysis
- Developing Strategic Plans: Vision, Mission, and Objectives
- Aligning Departmental and Organizational Goals
- Workshop: Crafting a Strategic Plan

Day 2: Goal Setting for High Performance

- Principles of Effective Goal Setting in Management
- Setting SMART Goals for Teams and Departments
- Aligning Goals with Organizational Strategy and Culture
- Motivating Teams through Effective Goal Communication
- Workshop: Setting and Communicating Strategic Goals

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Day 3: Implementing Performance Management Systems

- Key Components of Effective Performance Management
- Designing Performance Management Processes and Tools
- Integrating Performance Management with Strategic Goals
- Addressing Performance Issues and Fostering Continuous Improvement
- Workshop: Designing a Performance Management Framework

Day 4: Data-Driven Decision Making

- Leveraging Data and Analytics in Strategic Planning and Performance Management
- Key Performance Indicators KPIs and Metrics for Success
- Using Feedback Loops to Enhance Performance and Strategy
- Case Study: Data-Driven Strategy and Performance Improvement

Day 5: Leadership, Communication, and Change Management

- Leading Change and Strategic Initiatives
- Effective Communication Strategies for Executives
- Building a Culture of Accountability and Continuous Improvement
- Personal Development Plan: Setting Goals for Leadership Growth
- Closing Workshop: Integrating Learning into Leadership Practice

How This Course Stands Out:

This course uniquely integrates strategic planning, goal setting, and performance management with a strong emphasis on leadership and communication. It offers executives a comprehensive toolkit for driving organizational success through effective management practices. The blend of theoretical knowledge, practical application, and personal development planning ensures that participants are well-equipped to lead their organizations to achieve strategic objectives and foster a culture of high performance and continuous improvement.