



## **Certified Leadership & Strategic Management Program**

12 – 16 April 2027  
Dubai

## Certified Leadership & Strategic Management Program

**Ref:** 36251\_18983 **Date:** 12 – 16 April 2027 **Location:** Dubai **Fees:** 6500 Euro

### Overview

Navigating modern organizational complexity demands rigorous analytical insight and disciplined strategic governance. The Certified Leadership & Strategic Management Program provides executives with structured methodologies to align internal capabilities with external market shifts. Participants examine business-level formulation, enterprise risk diversification, and operational control mechanisms to bridge the gap between strategic vision and measurable execution. This course is delivered by Agile Leaders Training Center.

### Who Should Attend

- Chief executive officers, managing directors, and senior department heads steering organizational strategy.
- Corporate planning managers and business analysts establishing corporate growth roadmaps.
- Operational leaders and division heads responsible for resource allocation and KPI execution.
- Human resources directors and change leaders driving leadership development initiatives.
- Enterprise founders and venture partners structuring long-term governance frameworks.

### Departments and Industries

This program supports senior professionals and cross-functional leadership teams across diverse operational landscapes.

- Corporate Strategy and Business Planning Units in Banking and Financial Services
- Executive Leadership and Governance Divisions in Technology and Telecommunications
- Operations and Supply Chain Leadership in Manufacturing and Industrial Engineering
- Corporate Development and Commercial Units in Healthcare and Pharmaceuticals
- Strategic Management Teams in Retail and Consumer Goods Enterprises

### Learning Objectives

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

- Evaluate internal competencies and macro-environmental factors using analytical strategy tools.
- Construct balanced scorecard frameworks and strategy maps to translate vision into operational directives.
- Structure business-level and corporate-level strategies including diversification and alliance models.
- Align organizational design and governance models to resolve execution barriers.
- Apply situational leadership and lateral thinking methods to complex executive challenges.
- Execute power-interest mapping and negotiation strategies to establish stakeholder alignment.



## **Course Agenda**

### **Day 1: Strategic Management Cornerstones**

- Understanding the Concepts of Ends, Means, and Directives
- Analyzing the External Environment
- Assessing the Internal Environment
- Using the Balanced Scorecard
- Designing a Strategy Map
- Aligning Vision, Mission, and Strategy
- Key Takeaways and Executive Roundtable Discussion

### **Day 2: From Business Strategy to Corporate Strategy**

- Business-Level Strategy Formulation
- Corporate-Level Strategy Design
- Mergers and Acquisitions Strategies
- International Market Entry and Expansion
- Strategic Alliances and Cooperative Strategies
- Strategic Risk and Diversification
- Strategy Simulations and Group Reflections

### **Day 3: Governance, Structure, & Control**

- Corporate Governance Models
- Aligning Strategy with Organizational Structure
- Centralized vs. Decentralized Control Systems
- Performance Management and KPIs
- Strategy Execution Barriers
- Ethics and Accountability in Governance
- Organizational Diagnostics and Ethics Game

### **Day 4: Strategic Leadership Skills**

- Risk Management and Decision-Making Under Uncertainty
- Situational Leadership for Adaptive Environments
- Emotional Intelligence in Strategic Leadership
- Conflict Resolution and Mediation Techniques
- Lateral Thinking and Creative Problem Solving SCAMPER
- Thinking Modes and The Six Thinking Hats
- Personal Leadership Self-Assessment and Coaching Clinic



## **Day 5: Stakeholder Negotiations & Strategic Alignment**

- Identifying Internal and External Stakeholders
- Power-Interest Mapping and Influence Strategies
- Win-Win Negotiation Techniques and Tactics
- Aligning Stakeholder Expectations with Strategy
- Communication for Strategic Buy-In
- Building Long-Term Trust and Collaborative Frameworks
- Stakeholder Roleplay Simulation and Alignment Planning

### **Practical Exercises**

Participants undertake practical analytical sessions and strategic simulations to reinforce decision-making capabilities.

- Design a functional strategy map linking departmental goals directly to long-term enterprise objectives.
- Conduct an external and internal environment assessment matrix for a diversified operating model.
- Perform an organizational governance audit to pinpoint operational bottlenecks and structural misalignments.
- Execute a simulated stakeholder negotiation using power-interest mapping tools to secure organizational buy-in.

### **FAQs**

#### **What strategic frameworks are introduced during the sessions?**

The program covers the balanced scorecard, strategy mapping techniques, diversification assessment frameworks, and structured governance matrices.

#### **How does the agenda address decision-making in volatile markets?**

Participants practice risk mitigation methods, situational leadership models, and lateral problem-solving techniques using SCAMPER and Six Thinking Hats.

#### **Which analytical tools are utilized for stakeholder management?**

Sessions examine power-interest mapping, interest-based negotiation models, and structured alignment frameworks to reconcile competing expectations.



## Conclusion

Graduates return to their organizations prepared to direct long-term strategy, reinforce governance controls, and guide high-performing teams through continuous market transformation. Through methodical analysis and stakeholder alignment, leaders establish resilient structures that secure sustained institutional value.