



Consulting and Training | Reach New Heights

Course Name

Certificate in Business & Leadership Strategies

Sector Name

Management And Leadership

Document Type

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Course Introduction

Organizations today operate in environments marked by constant change, competitive pressure, and increasing complexity. Success requires leaders who can connect business strategy with effective leadership execution, turning vision into action while guiding people through uncertainty and growth.

Developed by **BOOST**, the Certificate in Business & Leadership Strategies course is designed to strengthen participants' ability to think strategically, lead with clarity, and align teams with organizational direction. The program focuses on integrating business strategy concepts with leadership approaches that drive performance, accountability, and sustainable results.

This course equips participants with a structured understanding of how leaders influence strategy formulation, decision-making, execution, and organizational culture—enabling them to contribute more effectively to long-term business success.

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Target Audience

Managers, supervisors, and professionals seeking to enhance their strategic and leadership capabilities.

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Learning Objectives

- ✓ Understand the relationship between business strategy and leadership
- ✓ Apply strategic thinking to organizational and leadership challenges
- ✓ Strengthening leadership effectiveness in complex business environments
- ✓ Align teams and initiatives with strategic priorities
- ✓ Supporting sustainable performance through effective leadership practices

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Course Outline

✓ DAY 01

Foundations of Business Strategy and Leadership

Module 1: Foundations of Business Strategy

- ✓ Understanding the concept and purpose of business strategy
- ✓ Key elements of strategic planning and direction
- ✓ Difference between strategy, goals, and operational plans

Module 2: Leadership Fundamentals in Strategic Contexts

- ✓ The role of leadership in shaping strategic direction
- ✓ Leadership responsibilities beyond operational management
- ✓ Building strategic awareness among leaders

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Course Outline

✓ Day 02

Strategic Thinking and Competitive Positioning

Module 1: Strategic Thinking and Analysis

- ✓ Developing a strategic mindset for decision-making
- ✓ Analyzing internal and external business environments
- ✓ Identifying strategic opportunities and challenges

Module 2: Competitive Positioning and Strategic Choices

- ✓ Understanding competitive advantage and positioning
- ✓ Evaluating strategic options and trade-offs
- ✓ Aligning strategy with market and organizational capabilities

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Course Outline

✓ Day 03

Leadership Styles and Strategic Influence

Module 1: Leadership Styles and Strategic Impact

- ✓ Overview of leadership styles and when to apply them
- ✓ Impact of leadership behavior on strategy execution
- ✓ Adapting leadership style to strategic situations

Module 2: Strategic Influence and Stakeholder Engagement

- ✓ Influencing key stakeholders to support strategy
- ✓ Communicating strategic intent effectively
- ✓ Building alignment and commitment across teams

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Course Outline

✓ Day 04

Strategy Execution and Organizational Alignment

Module 1: Translating Strategy into Action

- ✓ Converting strategic objectives into actionable initiatives
- ✓ Linking strategy to projects, KPIs, and responsibilities
- ✓ Managing priorities and resource allocation

Module 2: Organizational Alignment and Performance

- ✓ Aligning structure, processes, and culture with strategy
- ✓ Monitoring execution and addressing gaps
- ✓ Maintaining focus during strategy implementation

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Course Outline

✓ Day 05

Leading Change and Sustaining Strategic Success

Module 1: Leading Strategic Change

- ✓ Understanding change drivers in strategic initiatives
- ✓ Managing resistance and building readiness for change
- ✓ Role of leaders in guiding transformation

Module 2: Sustaining Strategic Success and Continuous Improvement

- ✓ Measuring strategic outcomes and performance
- ✓ Learning from execution results and feedback
- ✓ Embedding strategic thinking into leadership practice

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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