



Consulting and Training | Reach New Heights

Course Name

Creative Strategic Planning and Leadership ®

Sector Name

Management And Leadership

Document Type

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Creative Strategic Planning and Leadership ®

Course Introduction

The course highlights the importance of combining creative thinking and strategic leadership, offering new solutions to traditional problems. How to build insights is explored

An innovative strategy, analyzing opportunities and risks in new ways, and developing operational plans based on innovation and initiative.

Participants benefit from studying innovative models and frameworks, as well as practical applications and real case studies that contribute to the development of their leadership and planning skills.

At the end of the course, participants will be able to formulate and implement innovative strategies, enabling them to effectively and efficiently achieve the goals of their organizations, and promote the spirit of innovation within the work teams.

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Target Audience

- ✓ Aspiring Leaders.
- ✓ Human Resources Professionals.
- ✓ Project Managers.
- ✓ Executives and Senior Leaders.S
- ✓ Entrepreneurs and Business Owners.
- ✓ Anyone Interested in Team Dynamics.

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Learning Objectives

- ✓ Enable participants to understand the basics and importance of creative strategic planning in achieving the organization's goals.
- ✓ Develop the skills of formulating innovative strategic visions that enhance the ability of organizations to adapt and grow.
- ✓ Enhance the ability to analyze the competitive environment and identify opportunities and threats strategically and innovatively.
- ✓ Motivate participants to adopt a culture of innovation and initiative within the organization by studying real-life cases and successful examples.
- ✓ Enhance the ability to develop and implement integrated strategic action plans that include innovation initiatives and effective change management.
- ✓ Enhance the ability to effectively manage resources to implement creative strategies at the lowest cost and in the shortest possible time.
- ✓ Develop the necessary leadership skills to support the implementation of innovative strategies and motivate teams to achieve common goals.
- ✓ Enhance the ability to measure the performance of Creative Strategies and assess their impact on the performance of the institution and beneficiaries.

- ✓ Promote awareness of the best practices in the field of strategic planning and innovation, and share experiences with peers in the field of business.
- ✓ Motivate participants to take positive initiatives and risks that enhance the excellence of institutions and contribute to achieving sustainable changes.

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Course Outline

✓ 01 Day One

Creative Leadership in Building Business Relationships:

- ✓ Effective leadership.
- ✓ The difference between leadership and management.
- ✓ The difference between creativity and innovation.
- ✓ Sources of creativity.
- ✓ Various ways to solve problems.
- ✓ Methods, ways of thinking, and types.

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Course Outline

✓ 02 Day Two

Practical Applied Approach to Management and Strategic Planning:

- ✓ What is management and strategic planning?
- ✓ The importance of management and strategic planning.
- ✓ Practical applied stages of Strategic Management.
- ✓ Strategic Management in public, governmental, and non-profit organizations.
- ✓ Analysis of the internal and external environment of the enterprise (tools and methods)
- ✓ Identification and analysis of stakeholders: Stakeholder Mapping and Analysis.

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Course Outline

✓ 03 Day Three

Strategy Formulation:

- ✓ Formulating the vision and mission.
- ✓ Agree on common values.
- ✓ Reaching strategic goals.
- ✓ Identify the main success factors of CSF.
- ✓ Formulation and use of KPI's, key performance indicators.
- ✓ Designing and using BSC balanced scorecards

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Course Outline

✓ 04 Day Four

Strategic Implementation and Strategic Handling of Challenges.

- ✓ Methods of transformation from strategic planning to operational planning.
- ✓ Stages and practical steps of corporate strategic change.
- ✓ Leading the human side of institutional change.
- ✓ Dealing with problems before and during the implementation of the strategy.
- ✓ Search for the root cause of the problem.
- ✓ The art of exploiting challenges and turning problems into opportunities.

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Course Outline

✓ 05 Day Five

Strategic Self-Leadership and Strategic Leader Tools:

- ✓ The modern model of an effective strategic leader.
- ✓ Leader tools in dealing with team performance issues.
- ✓ Attitudinal leadership for corporate strategic excellence.
- ✓ Tools and steps of the best benchmarking comparison method.
- ✓ Tools for sharing, communicating, and communicating the strategy to key stakeholders.
- ✓ The foundations of the proper selection of personnel based on the implementation of the strategy
- ✓ Delegation and empowerment for the implementation of the strategy
- ✓ Why delegation sometimes fails
- ✓ Practical steps for an effective mandate for excellence

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Dubai
Jan. 31, 2027	Feb. 4, 2027	5 days	4250.00 \$	KSA , Dammam
Sept. 28, 2026	Oct. 2, 2026	5 days	4250.00 \$	UAE , Dubai
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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