



أكاديمية الزمالة  
العربية البريطانية



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Arab British Academy Fellowship  
A.B.A.F





## Strategic planning and strategic leadership

### Objectives

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- Identify strategic leadership and the difference between them and the different types of leadership
- Monitor future challenges and ways to address them
- To provide the participants with the concepts, objectives and skills of Orientalism of the future
- Define strategic leadership in terms of the fundamentals, scientific foundations and basic skills of senior management in building strategic thinking
- Introduce the core practices of strategic management and consider the interrelated outcomes of practical experiences and scientific background
- Focus on finding a practical approach for the strategic leader that can be used and applied to achieve short- and long-term action objectives

### Who Should Attend?

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- Team leaders and supervisors
- Directors and Heads of Departments
- Executives
- Employees of the administrative sector
- Secretary and office supervisors
- Team leaders and professionals

### Seminar Outline

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#### DAY 1

- Challenges facing contemporary organizations
- The importance of facing the challenges of the future
- The reality of management practices in business

#### DAY 2

- Basic concepts of the science of future studies and its relationship with the strategic leader
- Scientific and practical dimensions of the patterns and methods of future studies
- Ways to look ahead
- Factors of differentiation between methods and methods of looking ahead
- Constraints to predict the future and how to confront them
- Building the future scenarios and making use of them in the formulation of different strategies



- An example of an application to build a model on future studies
- A case study of past Arab experiences in the field of Orientalism of the future

### DAY 3

- Strategic Thought (Modern Trends)
- Official degree in strategic management
- What is strategic management
- Is strategy management science or art
- Strategic Management Objectives
- Strategic Management Steps (Design Phase - Implementation Phase - Assessment Phase)
- Strategic management levels
- Implementing strategic management in practice

### DAY 4

- Are you a strategic manager?
- Who are the strategic managers?
- Basic skills of strategic manager
- The roles of senior management in building strategic thinking
- Strategic Leader and Senior Management Values
- Characteristics of strategic decisions
- Strategic challenges
- List of strategic performance design organizations
- Practical cases

### DAY 5

- Factors influencing the message
- The difference between message and vision
- Characteristics of the message
- Prepare the organization's message
- Benefits of having a message
- Key components of the organization's mission
- Forms of the organization letter process



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