



Driving Performance through Innovation, Leadership, and Change

15 - 19 Mar 2027
Casablanca



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Ref.: 36263_19792 **Date:** 15 - 19 Mar 2027 **Location:** Casablanca **Fees:** 4100 **Euro**

Course Overview:

The course is designed to equip professionals with the essential skills needed to thrive in today's dynamic business environment. This complete course focuses on cultivating innovative behaviours, emphasizing why culture matters, and understanding the limits of hierarchies. Participants will learn to become masters of organizational jujutsu, grasp the importance of feedback and failure in innovation, and explore innovation management. Through open organizations training, open leadership principles, and fostering community and employee investment, the course aims to create inclusive environments where leadership and innovation thrive. Strategic thinking and planning, both at the business and corporate levels, will be covered to enhance strategic competitiveness. Effective performance management, strategic goals integration, and continuous improvement will also be key components of the training.

Target Audience:

- Senior Executives
- Team Leaders
- Innovation Officers
- HR Professionals
- Change Management Consultants
- Strategic Planners
- Senior Planning Specialist

Targeted Organizational Departments:

- Innovation and R&D
- Human Resources
- Strategic Planning
- Operations
- Marketing
- IT and Digital Transformation



Targeted Industries:

- Technology
- Healthcare
- Finance
- Manufacturing
- Retail
- Logistics and Transportation

Course Offerings:

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

- Foster innovative behaviours and understand why culture matters
- Navigate the limits of hierarchies and master organizational jujutsu
- Implement effective feedback mechanisms and manage innovation
- Lead open organizations and promote employee investment
- Formulate and execute strategic plans at the business and corporate levels
- Design and integrate performance management systems
- Lead change initiatives and communicate effectively

Training Methodology:

The training methodologies include interactive sessions, case studies, group work, and feedback sessions. Participants will engage in hands-on exercises to apply strategic planning, innovation management, and performance management techniques. Reflection and review sessions will be held daily to consolidate learning and provide actionable insights.

Course Toolbox:

- Complete workbooks
- Strategic planning templates
- Innovation management checklists
- Feedback and assessment forms

Course Agenda:



Day 1: Open Leadership and Innovation

- **Topic 1:** Defining 'What it means to be an open leader'
- **Topic 2:** Understanding 'What the community has taught me about open organizations'
- **Topic 3:** Learning 'Why your people need to collide more, not less'
- **Topic 4:** Discussing 'Why aren't we more invested in our work?'
- **Topic 5:** Strategic Management and Strategic Competitiveness
- **Reflection & Review:** Reflect on leadership and innovation training, and how it promotes more open, inclusive environments.

Day 2: Setting the Strategic Foundation

- **Topic 1:** Strategic Management and Strategic Competitiveness
A deep dive into the strategic planning course which guides businesses towards achieving strategic competitiveness.
- **Topic 2:** The External Environment
Understanding the strategic thinking and planning course concepts that explore opportunities, threats, industry competition, and competitor analysis.
- **Topic 3:** The Internal Organization
Tapping into strategic planning training to analyze resources, capabilities, core competencies, and competitive advantages.
- **Reflection & Review:** A session for reflecting on the day's learnings with a focus on training for strategic planning.

Day 3: Strategy Formulation: Building Blocks

- **Topic 1:** Business-Level Strategy
A strategic business planning course perspective on crafting unique strategies at the business level.
- **Topic 2:** Competitive Rivalry and Dynamics
An engaging strategic planning and execution course that covers rivalry aspects and their implications.
- **Topic 3:** Corporate-Level Strategy
Incorporating strategic planning training courses principles to formulate strategies at the corporate level.
- **Reflection & Review:** Discussing key insights from the strategic thinking and planning training.

Day 4: Implementing Performance Management Systems

- **Topic 1:** Key Components of Effective Performance Management
- **Topic 2:** Designing Performance Management Processes and Tools
- **Topic 3:** Integrating Performance Management with Strategic Goals
- **Topic 4:** Addressing Performance Issues and Fostering Continuous Improvement
- **Reflection & Review:** Workshop: Designing a Performance Management Framework



Day 5: Leadership, Communication, and Change Management

- **Topic 1:** Leading Change and Strategic Initiatives
- **Topic 2:** Effective Communication Strategies for Executives
- **Topic 3:** Building a Culture of Accountability and Continuous Improvement
- **Topic 4:** Personal Development Plan: Setting Goals for Leadership Growth
- **Reflection & Review:** Closing Workshop: Integrating Learning into Leadership Practice

How This Course is Different from Other Driving Performance Courses:

The course stands out by offering a unique blend of strategic planning, innovation management, and performance management training. The course emphasizes the importance of culture in fostering innovation, understanding the limits of traditional hierarchies, and mastering organizational jujutsu. It provides a complete approach to open leadership and community engagement, highlighting the significance of employee investment and inclusive environments. Unlike other courses, this program integrates real-world scenarios and hands-on exercises, ensuring practical application of strategic and innovative concepts. Participants will benefit from a holistic learning experience that addresses both the human and technical aspects of driving performance and change.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training