



## Creative Strategic Planning and Leadership

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## In-Person Training Dates (10 Days)

Dates	Venue	Fees
31 March – 11 April 2025	Dubai (UAE)	11,900€
14 – 25 April 2025	Dubai (UAE)	11,900€
28 April – 9 May 2025	Milan (Italy)	11,900€
12 – 23 May 2025	Amsterdam	11,900€
26 May – 6 June 2025	Dubai (UAE)	11,900€
9 – 20 June 2025	Paris (France)	11,900€
23 June – 4 July 2025	Madrid (Spain)	11,900€
7 – 18 July 2025	Dubai (UAE)	11,900€
21 July – 1 August 2025	Istanbul (Turkey)	11,900€
4 – 15 August 2025	Barcelona (Spain)	11,900€
18 – 29 August 2025	Dubai (UAE)	11,900€
1 – 12 September 2025	Milan (Italy)	11,900€
15 – 26 September 2025	Rome (Italy)	11,900€
29 September – 10 October 2025	Dubai (UAE)	11,900€
13 – 24 October 2025	Kuwait	11,900€
27 October – 7 November 2025	London (UK)	11,900€
10 – 21 November 2025	Dubai (UAE)	11,900€
24 November – 5 December 2025	Istanbul (Turkey)	11,900€
8 – 19 December 2025	Dubai (UAE)	11,900€
22 December – 2 January 2026	Abu Dhabi (UAE)	11,900€



## Course Overview

This course is designed to equip leaders with the skills and strategies needed to drive successful change initiatives. Participants will learn how to create awareness, engage stakeholders, manage resistance, communicate effectively, and sustain long-term change. Through interactive workshops, case studies, and practical exercises, leaders will develop a structured approach to leading transformation efforts within their organizations.

## Who Should Attend?

This program is ideal for:

- Senior Executives and Managers responsible for driving change
- HR and Organizational Development Professionals
- Project and Change Managers
- Team Leaders and Department Heads
- Professionals involved in business transformation initiatives

## Course Objectives:

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

1. **Understand Change Leadership** – Align change initiatives with organizational goals and drive transformation.
2. **Increase Awareness & Engagement** – Communicate change effectively and gain stakeholder buy-in.
3. **Manage Resistance** – Identify and address resistance to build adaptable, resilient teams.
4. **Enhance Strategic Communication** – Deliver clear messages and maintain morale during transitions.
5. **Sustain Change & Measure Success** – Embed change into the culture and track progress for long-term impact.



## **Course Outline:**

### **Module 1: Creative Leadership & Innovation**

#### **Day 1: Unlocking Creative Problem-Solving**

- Leadership vs. Management
- Overcoming traditional thinking barriers
- Divergent vs. convergent problem-solving
- Thinking beyond logic for innovation

#### **Day 2: Breaking Personal Creativity Barriers**

- Continuous improvement & breakthrough change
- Self-awareness and personal goal alignment
- Adapting risk-taking strategies
- Harnessing left- and right-brain thinking

#### **Day 3: Visionary Leadership & Innovation Culture**

- Creative thinking models (Six Thinking Hats, Johari's Window)
- Developing a compelling business vision
- Fostering an innovation-driven culture
- Collaborative leadership for creativity

#### **Day 4: Communicating Vision Effectively**

- Storytelling for strategic influence
- Trust, authenticity, and leadership impact
- Creative tools for communication strategy
- Inspiring without micromanaging

### **Day 5: Turning Ideas into Action**

- Overcoming organizational resistance to change
- Building a creative consensus
- Stakeholder engagement & motivation strategies
- Implementing creativity-driven transformation

## **Module 2: Strategic Thinking & Execution**

### **Day 6: Strategic Thinking & Market Analysis**

- Fundamentals of strategy & strategic planning
- External business environment & competitive dynamics
- Market positioning & customer-centric strategy
- Case studies on strategic decision-making

### **Day 7: Internal Analysis & Strategic Options**

- Financial & operational strategic assessments
- Balanced scorecard approach
- SWOT analysis & opportunity identification
- Case applications of strategic choices

### **Day 8: Strategic Planning & Business Collaborations**

- Structuring a practical strategic plan
- Alliances, joint ventures & business partnerships
- Best practices for strategic collaboration
- Case study analysis & team discussions

### **Day 9: Global Strategy & Organizational Alignment**

- Understanding global business strategy
- Managing cultural and organizational complexities
- Strategic team-building & communication
- Gaining commitment from key stakeholders

### **Day 10: Strategy Execution & Long-Term Value Creation**

- From strategy to implementation
- Linking strategy to operational objectives
- Career-focused strategic planning
- Future-proofing organizations through strategic thinking



## DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

## CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

## SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

## REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

## TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.