



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Strategic Leadership

Custom Courses / Leadership and Management

Unit Standard AATICD-0170 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the strategic leadership skills required to guide organisations toward long-term success. It focuses on developing the ability to formulate and implement strategic plans, lead change, and foster a culture of innovation and high performance. Participants will learn to integrate strategic thinking with operational execution to achieve sustainable competitive advantage.

Category	Custom Courses
Subfield	Leadership and Management
Unit Standard	AATICD-0170
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the internal and external environment to identify strategic opportunities and threats.
- Formulate a strategic vision, mission, and objectives aligned with organisational values.
- Develop and evaluate strategic options using appropriate frameworks and tools.
- Implement strategic plans by aligning resources, structures, and culture.
- Monitor and evaluate strategic performance using key performance indicators.
- Lead and manage organisational change effectively to achieve strategic goals.

WHO SHOULD ATTEND

- This course is designed for senior managers, directors, and aspiring leaders who are responsible for setting strategic direction and driving organisational performance.
- It is ideal for individuals who have operational management experience and seek to transition into strategic leadership roles.

COURSE OUTLINE

Day 1: Foundations of Strategic Leadership

- Introduction to strategic leadership: concepts and context
- The difference between leadership, management, and strategic leadership
- Vision, mission, and values as strategic anchors
- Core competencies of a strategic leader
- The strategic leadership process: overview
- Environmental scanning: PESTEL and SWOT analysis basics
- Stakeholder identification and analysis
- Case study: Strategic leadership in South African organisations

Day 2: Strategic Thinking and Analysis

- Strategic thinking vs. strategic planning
- Advanced PESTEL analysis: political, economic, social, technological, environmental, legal
- SWOT analysis: strengths, weaknesses, opportunities, threats
- Internal analysis: resources, capabilities, and core competencies
- Competitive analysis: Porter's Five Forces
- Scenario planning and trend analysis
- Strategic intelligence gathering
- Group exercise: Environmental analysis for a case organisation

Day 3: Strategy Formulation and Decision Making

- Strategy formulation: levels (corporate, business, functional)
- Strategic options: growth, stability, retrenchment, combination
- Decision-making frameworks: cost-benefit analysis, risk assessment, ethical considerations
- The Balanced Scorecard as a strategic tool
- Aligning strategy with organisational culture and structure
- Corporate governance and ethics in strategy
- Stakeholder engagement in strategy development
- Workshop: Drafting a strategic plan

Day 4: Strategy Implementation and Change Management

- Strategy implementation: challenges and success factors
- Change management models: Kotter's 8-step, ADKAR
- Leading change: communication, engagement, and resistance management
- Resource allocation and budgeting for strategy
- Performance management and KPIs
- Monitoring and evaluation: dashboards and reviews
- Case study: Strategy implementation successes and failures
- Role-play: Communicating a strategic change

Day 5: Strategic Leadership in Practice and Integration

- Strategic leadership competencies: a review
- Building a strategic leadership culture
- Innovation and strategic agility
- Leading in a VUCA (volatile, uncertain, complex, ambiguous) environment
- Personal strategic leadership development plan

- Group presentations: Strategic plan for a case organisation
- Peer feedback and reflection
- Course wrap-up and action planning

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,700.00	R 17,700.00
1	In-House	R 23,100.00	R 23,100.00
1	On-Campus (Pretoria)	R 26,700.00	R 26,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK
07 Sep 2026	11 Sep 2026	On-Campus	Mauritius
07 Sep 2026	11 Sep 2026	On-Campus	Pretoria, South Africa
07 Sep 2026	11 Sep 2026	On-Campus	Abu Dhabi, UAE
07 Sep 2026	11 Sep 2026	On-Campus	Harare, Zimbabwe

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0170) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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