

Visionary Leadership with Innovation in the Digital Era

Senior Management

Course Description :

Leading in the digital era requires shaping the future rather than simply reacting to technology trends. "**Visionary Leadership with Innovation in the Digital Era**" is designed for senior leaders responsible for defining long-term strategic direction and business transformation.

Participants will master strategic foresight techniques to anticipate macro-disruptions and identify new avenues for sustainable value creation. Furthermore, the program emphasizes visionary leadership anchored in organizational purpose, enabling executives to align teams around a shared vision and execute transformation with lasting, meaningful impact.

Learning Objectives :

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

- ▶ **Cast a Visionary Direction:** Articulate a clear, compelling digital vision that inspires commitment, mobilizes resources, and aligns stakeholders around a unified future strategy.
- ▶ **Apply Strategic Foresight for Value Creation:** Analyze emerging technology trends and market disruptions to re-architect business models and capture strategic, long-term competitive value.
- ▶ **Ensure Purpose-Driven Execution:** Connect high-level digital strategies with core organizational values, ensuring execution remains ethical, authentic, and impactful across all levels.

Methodology :

The workshop features interactive sessions, digital transformation case studies, and collaborative innovation challenges, supported by guided reflection and curated site visits to innovative organizations.

Competencies

- **Visionary Leadership**
- **Strategic Foresight & Value Creation**
- **Purpose-Driven Execution**