

BUSINESS DEVELOPMENT FOR EXECUTIVE OFFICES

Casablanca - Morocco
01 - Feb 2027 - 05 - Feb 2027
\$5,500



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Introduction

Business development has become a central function in modern executive offices, connecting organizational vision with practical growth opportunities. Executive leaders are now expected not only to manage day-to-day operations but also to identify, pursue, and sustain long-term business opportunities. This five-day training program, delivered by Gentex Training Center, is carefully designed to provide participants with comprehensive skills and strategies to strengthen business development capabilities within executive offices.

The program combines conceptual knowledge with real-world applications, covering strategic planning, stakeholder engagement, opportunity identification, and negotiation techniques. By exploring both internal and external dimensions of business growth, participants will learn how to align executive office functions with wider organizational objectives, while building stronger business networks and ensuring measurable impact.

Business Development for Executive Offices Course Objectives

- Understand the strategic role of executive offices in driving organizational growth.
- Identify new business opportunities, partnerships, and collaborations that align with organizational goals.
- Apply tools and frameworks for analyzing markets, stakeholders, and competitive environments.
- Enhance decision-making through evidence-based planning and opportunity evaluation.
- Strengthen communication and negotiation skills to secure partnerships and initiatives.
- Develop actionable business development strategies tailored to the unique context of executive offices.
- Gain confidence in integrating business development with leadership, governance, and executive decision-making.



Course Methodology

This program uses a blended methodology of interactive lectures, practical case studies, role-playing exercises, and group discussions. Participants will engage in simulations, scenario analysis, and real-life examples to ensure practical application of concepts.

Who Should Take This Course

- Executive Office Managers
- Chief of Staff and Executive Advisors
- Senior Administrative Officers
- Business Development Managers supporting executive teams
- Professionals working in strategic planning and executive leadership support

Business Development for Executive Offices Course Outlines

Day 1: Foundations of Business Development in Executive Offices

- The evolving role of executive offices in modern organizations
- Core principles of business development and organizational growth
- Strategic vision and alignment with executive objectives
- Case study: Linking executive leadership with business expansion

Day 2: Market and Opportunity Analysis

- Tools for identifying growth opportunities and competitive advantages

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- Market research and trend analysis techniques
- Evaluating risks and benefits of potential initiatives
- Group exercise: Building an opportunity assessment framework

Day 3: Stakeholder Engagement and Strategic Partnerships

- Mapping and prioritizing key stakeholders
- Building sustainable business relationships
- Public-private partnerships and collaborative frameworks
- Negotiation skills for executive-level business development

Day 4: Business Development Strategies for Executive Offices

- Designing tailored strategies aligned with organizational priorities
- Integrating innovation and digital tools into business development
- Financial considerations and resource planning
- Case study: Developing a partnership plan for executive growth

Day 5: Implementation, Evaluation, and Continuous Improvement

- Turning opportunities into actionable projects
- Monitoring progress and measuring business development success
- Communicating outcomes to senior leadership and stakeholders
- Workshop: Drafting a business development roadmap for your executive office



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Conclusion

By successfully completing the Business Development for Executive Offices program with Gentex Training Center, participants will gain the knowledge and skills needed to transform executive offices into engines of growth. The course ensures that participants leave with practical strategies, frameworks, and tools that they can immediately apply to strengthen their organizations business development capacity.

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