

CHIEF OPERATING OFFICER (COO)

Casablanca - Morocco
29 - Dec 2025 - 02 - Jan 2026
\$4,000

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TRAINING CENTER





Introduction

In today's dynamic business environment, the Chief Operating Officer (COO) plays a pivotal role in driving operational excellence and ensuring an organization's smooth and efficient functioning. This intensive five-day program, offered by Gentex Training Center, equips aspiring and existing COOs with the essential knowledge, strategic thinking, and leadership skills necessary to excel in this critical role. Through a comprehensive exploration of key operational functions, strategic planning, and leadership best practices, participants gain the ability to optimize organizational processes, drive profitability, and contribute significantly to an organization's long-term success.

Chief Operating Officer (COO) Course Objectives:

- Develop a comprehensive understanding of the core responsibilities and strategic contributions of a COO.
- Master effective leadership strategies for motivating and inspiring operational teams.
- Cultivate strong analytical and problem-solving skills to address complex operational challenges.
- Gain in-depth knowledge of key operational areas, including supply chain management, production, and quality control.
- Develop a strategic approach to performance management and optimization of operational processes.
- Enhance financial literacy and understanding of key performance indicators (KPIs) for effective decision-making.
- Refine communication and collaboration skills to build strong relationships with internal and external stakeholders.
- Navigate the evolving technological landscape and leverage technology to improve operational efficiency.



Course Methodology

This interactive program utilizes a participant-centric approach that blends lectures, real-world case studies, group discussions, and practical simulations. Participants actively engage in strategic planning exercises, process improvement workshops, and leadership role-plays. Through collaborative learning and expert guidance from experienced instructors, participants refine their critical thinking and problem-solving skills, build confidence in their decision-making abilities, and gain valuable insights into the multifaceted role of a COO.

Who Should Take This Course

- Aspiring COOs seeking to develop the skills and knowledge necessary to excel in this role
- Existing COOs looking to refine their leadership and strategic planning capabilities
- Senior operational managers with leadership aspirations
- Business professionals seeking a deeper understanding of operational excellence principles

Chief Operating Officer (COO) Development Program Outline:

Day 1: The Evolving Role of the COO and Strategic Leadership

- Defining the COO Role: Responsibilities, Strategic Contributions, and Impact on Organizational Success
- Cultivating Strong Leadership Skills for Operational Excellence
- Strategic Planning and Aligning Operational Goals with Business Objectives

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- Effective Communication and Relationship Building with Key Stakeholders

Day 2: Optimizing Operational Processes and Performance Management

- Deep Dive into Key Operational Areas: Supply Chain Management, Production, Quality Control
- Process Mapping and Identifying Opportunities for Improvement
- Implementing Lean Six Sigma Methodologies for Operational Efficiency
- Establishing Key Performance Indicators (KPIs) and Performance Management Systems

Day 3: Financial Literacy and Strategic Decision-Making for COOs

- Understanding Financial Statements and Key Financial Metrics
- Cost Analysis and Cost Management Strategies for Operational Efficiency
- Financial Modelling and Budgeting for Strategic Decision-Making
- Risk Management Techniques for Mitigating Operational Challenges

Day 4: Leveraging Technology and Building a Culture of Innovation

- Exploring Emerging Technologies and their Impact on Operational Excellence
- Integrating Technology Solutions to Streamline Processes and Enhance Efficiency
- Fostering a Culture of Innovation and Continuous Improvement within Operations
- Data-Driven Decision Making Utilizing Business Intelligence Tools





Day 5: Leading and Building High-Performing Operational Teams

- Building and Leading High-Performing Operational Teams
- Effective Delegation and Team Motivation Strategies
- Conflict Resolution and Fostering a Positive Work Environment
- Leading Change Management Initiatives and Building Team Resilience

Conclusion

By successfully completing this comprehensive program offered by Gentex Training Center, participants will have gained the knowledge, skills, and confidence to thrive as COOs. They will be equipped to navigate the complexities of operational leadership, drive strategic initiatives, build high-performing teams, and ultimately contribute to the sustainable success of their organizations.