

# € TRAINING

Strategic Management & Leadership





# Strategic Management & Leadership

## Introduction:

To managers and leaders moving into a significant leadership position, you face the challenge of developing and executing strategies in a dynamic global environment. You must build a team and manage internal and external resources and relationships so that your organization can enhance your value chain and deliver results. As the leader, you are in charge and need to enhance your impact and influence to meet these challenges. Only a systems-wide view of your business and the world in which it operates can help you to become an efficient, operational, and visionary leader.

The Advanced Strategic Management course will help you build the skills you need to boost performance in your business today and to prepare your organization to pack performance in the future.

## Course Objectives:

At the end of this course the participants will be able to:

- Prepare to boost performance at individual, team, and business-unit levels.
- Ensure that your organization is keeping ahead in a constantly changing business environment.
- Enhance your personal impact on strategies and change.
- Provide a clear view of the changes and challenges of the global economy.
- Enhance your capability to make the right decisions regarding budget and resources.

## Targeted Audience:

- Executives and high-level managers taking on additional strategic leadership responsibilities.
- Middle managers committing to the strategies and performance of the business
- Supervisors & Team leaders

## Course Outlines:

### Unit 1: Strategic Management:

- Strategic Management - a new focus
- The Role of strategic management
- The functions and capabilities of a strategic manager
- The Strategy Hierarchy
- Global Changes and Challenges
- Case Studies on Strategies
- The Benefits of Strategic Management

## Unit 2: The Strategic Process:

- The Strategic Process
- Understanding Strategy VS Strategic Planning
- Choosing the right strategies
- The Environmental Scan
- MBC VS SBC Strategies
- Avoiding Strategic Failures
- Examples of Strategic Successes
- Blue Ocean VS Red Ocean Strategies
- Building Value into the Value Chain
- Applying lessons learned to your organization

## Unit 3: Strategic Management Skills:

- Thinking like a Strategic Manager
- The Leadership Capabilities of Strategic Management
- Self Analysis
- Building your Strategic Skills
- Leading others through the Strategic Process
- Examples of Strategic Leaders
- Your ability to communicate your changes

## Unit 4: Managing Culture & Changes:

- The Significance of the corporate culture
- The Leaders role in establishing the culture
- Merger and acquisition strategies
- Why most M & A's fail and how to avoid failure
- The dynamics of changing the culture to meet the strategies
- The ten elements of building the culture
- The dilemma of multicultural corporations
- Making the changes in strategy work

## Unit 5: Strategic Plan:

- Preparing a Plan
- Implementing Corporate strategies
- Evaluating & Monitoring the strategies
- The Dynamics of Strategic Execution
- Building a Leadership Legacy