

€ TRAINING

Advanced Strategic Management &
Leadership



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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 personal impact and influence to meet these challenges. Only a system-wide view of your business and the world in which it operates can help you to become an effective, operational, and visionary leader.

The Advanced Strategic Management program will help you build the skills you need to boost performance in your business today and to prepare your organization to sustain 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:

- Managers among all managerial levels
- Supervisors & Team leaders
- Strategic planning department

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 as 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 the 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 to building the culture
- The dilemma of multi multiculturalism
- Making the changes in strategy work

Unit 5: The Strategic Plan:

- Preparing a plan
- Implementing corporate strategies
- Evaluating & monitoring the strategies
- The dynamics of strategic execution
- Building a leadership legacy

Unit 6: Understanding Your Creativity:

- Creativity & your personality
- Understand and use personality styles as a management tool
- Creative flexibility to manage effectively
- Importance of perception
- Creativity and the Holistic Model
- Creative people from the past
- Building a creative model

Unit 7: Generating Creativity:

- Understand how creative thinking works
- Developing openness to new ideas
- The creative mind: whole-brain thinking
- Distinguish stages of the creative process
- Recognize what makes excellent creative thinking
- Identify and understand the creativity in others
- Developing a creative environment
- Consciousness and competence

Unit 8: Strategies for Creative Problem Solving:

- Problem-solving strategies
- Getting in the right mindset
- Taking risks & looking for paradigm shifts
- Defining the real problem
- Recognizing mental blocks to creativity
- Brainstorming for solutions
- Utilizing the SLIP technique
- Utilizing the drill down funnel

Unit 9: Encouraging a Creative Climate at Work:

- Releasing creativity at work
- Fostering creativity
- Incubating ideas
- Challenging assumptions
- Creativity for business breakthroughs
- Sharpen your creative thinking: Metaphors & Analogies
- Releasing creativity through coaching

Unit 10: Leading on The Creative Edge:

- Innovative leadership for excellent performance
- Convergent & divergent thinking skills
- Developing creative potential in teams
- Understanding creative people
- Motivating creative individuals at work
- Interacting creatively
- planning your creative future