



The Advanced Oxford Management



23 December 2024 -  
3 January 2025  
Madrid (Spain)



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REF: M127 DATE: 23 December 2024 - 3 January 2025 Venue: Madrid (Spain) - Fee: 7950 Euro

## Introduction:

This training program is an intensive and comprehensive program designed to equip experienced managers with advanced skills and knowledge to excel in leadership roles. It covers a wide range of advanced management topics through rigorous theoretical frameworks, practical exercises, and case studies, participants develop the expertise and confidence needed to tackle complex challenges and drive organizational success at the highest levels.

## Program Objectives:

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

- Demystify concepts like 'strategy' and 'strategic plans' through the 'Helicopter Thinking' approach.
- Break down the strategic process into manageable steps, providing practical toolkits for each key stage.
- Utilize stimulating case studies to illustrate and distill lessons learned from the strategic management process.
- Apply strategic management principles to specific management responsibilities, including analysis, option generation, choice, implementation, and measurement.
- Emphasize the broader organizational context and the role of change and influencing processes in strategic management.
- Foster confidence in managing strategic roles within the organization.
- Understand and reconcile the dual roles of manager and leader.
- Establish clear objectives and performance standards for teams, effectively managing conflict and challenges.
- Improve decision-making, time management, and resource allocation for enhanced organizational and individual performance, utilizing a proven planning process.

## Targeted Audience:

- Head of departments.
- Managers among all managerial levels.
- Supervisors & Team leaders.
- Employees & persons who are interested in gaining this great knowledge.

## Program Outlines:

### Unit 1:

#### Strategic Thinking and Business Analysis:

- What are strategy and strategic planning?
- Why are strategy and strategic planning important?
- What are the main conceptual frameworks?
- External analysis - understanding and analyzing business attractiveness - macroenvironmental factors, growth drivers, competitive forces, market dynamics.
- Benchmarking your own strategic position/competitor analysis.
- Analyzing customers.
- Mini-case on importance of external analysis.

### Unit 2:

#### Internal Analysis and Fusion of Analyses Into Strategic Options:

- The interface of external and internal analysis.
- Internal analysis: financial.
- Internal analysis; non-financial.
- The concept and practicalities of the "balanced scorecard".
- Diagnosing strategic problems and opportunities.
- The fusion of analyses into strategic choices - SWOT and the strategy matrix.
- Case examples of strategic choice.
- Mini-case on importance of internal analysis.

### Unit 3:

#### Strategic Plans and The Relevance of Alliances and Joint Ventures:

- Review of the tools used so far.
- The content of a strategy: avoiding "paralysis by analysis".
- Putting a strategic plan together - the 5-page framework.

- A real-life example of a business strategy/strategic plan.
- Strategies for alliances and joint ventures.
- Example of best practice in alliances and joint ventures.

#### Unit 4:

##### Global Strategy, Teambuilding, and The Management of Internal Communication:

- The essence of globalization and global strategy.
- Globalization - the strategic dimension.
- Globalization - the organizational dimension.
- Globalization - the human dimension.
- How to build and manage a strategic planning team.
- Communicating strategy through the organization.
- Gaining your team's commitment and buy-in to the strategy.

#### Unit 5:

##### Strategic Implementation and Getting The Value Out of Strategy:

- Effective execution - converting strategic analysis and planning into action.
- Linking strategy with operational objectives.
- Implementation - getting practical things done.
- Strategic planning of your career.
- Creating tomorrow's organization out of today's organization.
- Conclusion - the corporate and individual value of strategic thinking.

#### Unit 6:

##### Teams and Their Leaders:

- Teams, leaders, and managers.
- Key leadership tasks.
- Influence, authority and power.

- Leadership styles and style flexibility.
- Self-awareness.
- Emotional intelligence and rapport.

#### Unit 7: Vision, Direction & Alignment:

- Creating a shared vision.
- Aims, objectives and goal alignment.
- Developing meaningful objectives and indicators.
- Divergent approaches to problem-solving.
- Communicating a compelling vision.
- Delivering challenging messages.

#### Unit 8:

##### Team Dynamics:

- Team development.
- The sociology of the team.
- Characteristics of high-performing teams.
- Balancing team roles.
- Non-traditional team structures.
- Delegation and empowerment.

#### Unit 9:

##### Developing the Team:

- Learning and competence.
- Building a coherent team.
- Self-managing teams and their challenges.
- Coaching, mentoring, and self-directed learning.
- Feedback and appraisal.

- Leveraging team strengths for peak performance.

## Unit 10:

### Performance & Conflict Management:

- Defining performance.
- Approaches to measuring team and individual performance.
- Performance through the eyes of the customer.
- Performance management: science or art?
- Conflict as a catalyst for team development.
- Dealing with challenging interpersonal relations.