€TRAINING

General Policies for Executive Leadership, Assessment and Analysis of Challenges and Strategic Planning

25 - 29 November 2024
Amsterdam (Netherlands)

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REF: ST1527 DATE: 25 - 29 November 2024 Venue: Amsterdam (Netherlands) - Fee: 5565 Euro

Introduction:

The leadership bears new responsibilities and burdens posed by the successive challenges of change in the era of globalization, the communications revolution and the Internet sovereignty that have begun and will not end. Together, these factors lead to the need to ascertain the readiness of the executive leader and his ability to deal with these challenges of a strategic nature and adapt them to serve the purposes, goals, and objectives of the institution and achieve its higher mission.
The quality and size of these challenges lead us to emphasize a reality that does not disagree with management experts and accepted by managers at all levels of executive and summarized that the presidents and senior managers and executives are exposed in the era of globalization new challenges require new qualifications and skills commensurate with the size of their responsibility to build strong institutions capable of Survival, growth, and leadership.

Course Objectives:

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

- Determine the specifications and leadership personality capable of dealing with contemporary organizational and competitive challenges.
- Define a clear future direction for the organization and its organizational units including leadership vision and values.
- Identify the mission of the higher institution and its strategic priorities based on a realistic analysis of the prevailing conditions inside and outside the institution.
- Formulate and design a competitive strategy that preserves the survival of the institution and seeks to develop it despite the challenges and pressures.
- Motivating employees and utilizing their creative energies through effective performance programs.
- Choose strategies that will enhance the organization's competitive position and provide it with the flexibility and ability to grow continuously.
- Define a set of performance standards and follow a scientific methodology in measuring the performance of the institution and organizational units.

Targeted Audience:

- Executive leadership in an age of challenges.
- Executive leader and strategic planning.
- Define the strategic direction.
- Evaluate strategy and strategic path.
- Strategy implementation and performance management.

Course Outlines:

Unit 1: Executive Leadership in the Age of Challenges:

- Contemporary Concept of Strategic Leadership.
- Challenges and opportunities for executive leaders.
- The key roles of the strategic leader.
- Types of Organizational Excellence Leaders.

Unit 2: Executive Leader and Strategic Planning:

- The importance and role of the leader in the planning process.
- Leadership dimensions of strategic planning.
- Criteria for modern strategic planning.
- Strategic planning methodology.
- Strategic Plan Component.

Unit 3: Defining Strategic Direction:

- Defining direction: the central task of leadership.
- Crystallize the leadership vision of the institution and its employees.
- Conveying vision and tightening support.
- Drafting the higher mission of the institution.
- Establishing common values and concepts.

Unit 4: Strategy Design and Strategic Path:

- What is the strategy and what is the strategic path?
- Prevailing fantasies about competition and competitors.
- Characteristics and components of strategic alternatives.
- Assess and identify alternatives and options available.
- Strategy design and distribution of tasks and resources.

Unit 5: Strategy Implementation and Performance Management:

- Challenges of effective implementation of the Strategic Plan.
- Remove cultural and organizational obstacles.
- Identify levels and performance metrics.
- Adjust, update, and renew performance indicators.
- Mainstreaming Measurement and Self-Assessment Practices.