

# € TRAINING

Advanced Management



29 April - 3 May 2024  
Casablanca (Morocco)  
New Hotel



## Advanced Management

REF: M93 DATE: 29 April - 3 May 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

### Introduction:

This training program is an intensive program designed to elevate the capabilities of experienced professionals in managerial roles. Through a combination of advanced theoretical concepts, case studies, and interactive workshops, participants deepen their understanding of strategic decision-making, organizational dynamics, and change management.

### Program Objectives:

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

- Understand and contribute to a discussion of emerging business issues in management.
- Determine your leadership and management advantage and plan your future in a risk free environment.
- Provoke traditional assumptions and examine business challenges from new current perspectives.
- Build on core functional competencies by creating a sustaining competitive advantage.
- Shift to new management and leadership paradigms and behaviors.
- Develop an implementation plan for their return.

### Targeted Audience:

- Senior functional heads.
- Senior managers.
- Members of the executive committee.
- The heads of major business units.
- Senior members of the operating group.
- HR professionals.

### Program Outlines:

Unit 1:

Performance Management Process:

- Integration of proven management methodologies.
- Fact-based data and information technology.
- Motivation and performance management.
- Performance management as an appraisal process.
- Performance management around the globe.

## Unit 2:

### Leading Organizational Change Through Innovation:

- Strategy innovations are managing the future.
- Strategy innovations are not strategic planning.
- Managing innovation and the discovery process.
- The discovery process: staging, aligning, exploring, creating, mapping.
- The future of strategy innovation systems in management.

## Unit 3:

### Leveraging Management Based Activities:

- Questions and Definitions of Activity Based Management.
- Activity-Based management as a key to success.
- Operational Activity-Based management for continuous improvement.
- Strategic Activity-Based management for profitability.
- Activity-Based management supports performance management.

## Unit 4:

### Integration of Performance Management:

- Customer intelligence and relationship management.
- Supplier Intelligence: managing economic profits across the value chain.
- Process intelligence and six sigma quality and lean thinking.
- Shareholder intelligence.

- Employee intelligence.

## Unit 5:

### Knowledge-Based Management and Organisations:

- Enabling knowledge-based competence of a corporation.
- Strategic management of knowledge.
- Market research in product development.
- Human Resource Management and knowledge creation.
- Organizing and managing innovation in a knowledge-based economy.