

€ TRAINING

Integrated Management Thinking



28 October -
1 November 2024
Casablanca (Morocco)
New Hotel



Integrated Management Thinking

REF: M2328 DATE: 28 October - 1 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

The Integrated Management Thinking training program fosters holistic problem-solving and decision-making by integrating diverse perspectives and disciplines, equipping participants with strategic skills for addressing complex challenges within organizations. Through a combination of theoretical frameworks the program fosters a strategic and systemic approach to management.

Program Objectives:

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

- Implement leadership, innovation, finance, and growth strategies.
- Acquire problem solving techniques and make more successful decisions.
- Apply creative thinking to support your problem solving and decision making.
- Apply logic and rationality to problems, consider variables and determining best solutions.
- Promote new ideas, gain buy-in, and act on projects.
- Network with colleagues across different departments and responsibilities.

Targeted Audience:

- Those identified as forthcoming managers.
- Current managers and leaders.
- Heads of Department.
- Senior Managers.
- Professional involved in value creation and sustainability.

Program Outlines:

Unit 1:

How do we Sustain our Business?

- Undertaking and analysing a Business Model Canvas.

- Connecting departments.
- Improved internal processes.
- Increased integration of senior management.
- Better articulation of the strategy and business model.
- Creating value for stakeholders.

Unit 2:

Leading Creativity and Innovation:

- How our thinking works in respect of creativity and innovation.
- Difference between vertical and lateral approaches.
- Methods of testing ideas for practicality and relevance.
- Apply the more fluid style to the left and right hemispheres of the brain.
- Recognise and cope with obstacles to creativity in the mind.
- Understand the limitations and applications of conventional problem solving.

Unit 3:

Managing and Executing Change

- What makes change so challenging?
- Understanding and applying The Change Model.
- Develop the mindset of responsibility.
- Put your values into action.
- Demonstrate discipline.
- Champion learning and growth.

Unit 4:

Identifying and Capturing Opportunities:

- Five-Step Strategy Model.
- The Strategy Diamond.

- The Balanced Scorecard.
- Five Forces - assessing the balance of power in a business situation.
- Red Ocean - Blue Ocean.
- Diversification - reducing business risk.

Unit 5:

Developing a Financial Acumen:

- Understand the Organization.
- Understand Resources and Suppliers.
- Understand Customers and Competitors.
- Stay Up to Date on Industry Developments.
- Evaluate and Prioritize Projects.
- Business Action Planning.