



Strategic Management and Leadership Skills

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Introduction

While developing the individual's leadership skills specifically in the area of Strategic planning, development and execution of plans, organizational goals will be achieved more efficiently. The course focuses on organizational strategy development through required management strategies for building a sustainable organization, assessing and refining required leadership skills. Furthermore, it provides leaders with a pack of tools and abilities to influence others by implementing a concrete vision through a results-oriented approach.

Who Should Attend?

- Directors
- Executive Level Managers
- HR Executives
- Mid Level Managers
- Project Managers
- Senior Managers

Methodology

This interactive Training will be highly interactive, with opportunities to advance your opinions and ideas and will include;

- Lectures
- Workshop & Work Presentation
- Case Studies and Practical Exercise
- Videos and General Discussions

Certificate

BTS attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration.

Course Objectives:

- Acquiring a deep understanding of the key analytical tools used in strategy formulation
- Gaining an insight into the best practices in strategy formulation and implementation
- Being familiar with diverse perspectives for analyzing strategic problems
- Understand the application of the strategic analysis tools to the problems and issues faced within their industries
- Applying strategic thinking skills and tools to improve quality of decision making
- Identifying the phases of the change process and implement strategies to facilitate transition.

Course Outline:

DAY 1:

- Definition of a Company's Business / Broad or Narrow Mission Statement
- Industry Attractiveness & Competitive Conditions
- What kind of Objectives to set
- Managerial Value of Objectives
- Short-range & Long-range Objectives

DAY 2:

- Rule for Stating Objectives and the importance of performance
- Objectives need to be Time-Based
- What is Corporate Strategy?
- Tasks of Corporate Strategy
- What Business Strategy involves?

DAY 3:

- What is Business Strategy?
- Functional Strategies
- Operating Strategies
- How to Craft a Strategy
- Characteristic of strategy-Making

DAY 4:

- Budgets, Policies, Best Practices, Support, Systems and Rewards
- Strategic Vs. Financial Objectives
- Communication of the Vision
- Mission Statement for Functional Departments
- Managerial Value of a Strategic Vision & Mission (Example of a Strategic Vision)

DAY 5:

- Culture and Leadership
- Developing the leadership skills to enhance the efficiency and effectiveness of your team in achieving the organization's strategic objectives and goals
- Developing and applying constructive and personal styles of persuasion which is an essential ingredient of leading and driving initiatives
- The importance of coaching as a Leadership tool in motivating performance and achieving results
- The features of a Strategic Vision and Mission / Business Definitions