

# Mini MBA: Strategic, Operational & Tactical Leadership

Integrating Strategic, Operational & Tactical Leadership for Outstanding Performance

## Course Schedule

22 Mar - 02 Apr 2020	Dubai	\$11,900
19 - 30 Jul 2020	Dubai	\$11,900

\*This fee is inclusive of Documentation, Lunch and Refreshments and exclusive of 5% UAE VAT

## Why Choose this Course?

This Anderson training course provides professionals with the knowledge, skills, and attitudes required to achieve outstanding organisational results. It covers the principle management and leadership concepts and competencies needed to formulate and execute strategy; how to create operational structures, systems, processes, and resources to execute the strategy; how to support front-line managers and employees by creating the conditions to help them succeed; and finally to actually lead and manage tactically on the front-lines. This includes the ability to motivate and inspire people on an individual and collective basis. The training course integrates the most effective and efficient methods for building and leading dynamic, adaptable, and highly competitive teams and organisations.

### This Anderson training course will feature:

- Fundamentals of planning, execution, and progress/results measurement
- Nested hierarchical planning, mission analysis, and mission leadership
- The fundamental principles common to all types of leadership, and the characteristics proper to strategic, operational, and tactical leadership
- Leadership Development Framework: How leaders develop, progress, and grow, and the techniques to foster this evolution
- Selection and maintenance of the aim: Determining and communicating one's vision and mission and their relation to intrinsic motivation, initiative, and transformational leadership at all levels of the business

## How will this be Presented?

This Anderson training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes speaker input, facilitated discussion, syndicate work and practical exercises, videos, self-tests, all with an emphasis on delegate involvement throughout.

## What are the Goals?

By attending this Anderson training course, delegates will be able to:

- Understand the planning and execution framework at all levels of the organisation
- Recognise and apply the concepts and principles of strategy, operational planning, and tactical execution
- Create and maintain organisational structures, processes, and systems to ensure tactical, operational, and strategic success
- Understand and apply the strategic, operational, and tactical leadership framework
- Identify and assess linkages and interrelations of leadership with strategy, operations, organisation, and tactics

## Who is this Course for?

Executives, Entrepreneurs, and Managers who must build and lead dynamic and high performing teams and organisations in demanding, competitive conditions are encouraged to attend to this course.

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- Line and functional Managers, Team Leaders and Supervisors in organisations of all sizes
- Professionals responsible for strategy, marketing, business development, production, operations, HR, and/or product development
- Intermediate and advanced level Managers, Team Leaders and Supervisors within all sectors, private and public, profit and not-for-profit

## The Structure

This comprehensive Anderson training course consists of two modules which can be booked as a 10 Day Training event, or as individual, 5 Day training courses.

- Module 1 -Strategic Excellence
- Module 2 -Effective Organisational Leadership

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## The Course Content

### Module 1: Strategic Excellence: From Strategic Vision to Tactical Execution

#### Day One: From Vision to Results: The Planning and Execution Framework

- Understanding the distinctions between strategy, operations, and tactics
- How planning and execution work
- How vision, mission, and planning relate to morale, cohesion, and unity of purpose
- Nested hierarchical planning
- Mission analysis and mission leadership
- Measuring progress and results

#### Day Two: Strategy: Setting the Vision and Direction

- Understanding vision, mission, objectives
- Corporate-level strategy
- Competitive strategy and positioning
- Offensive and defensive manoeuvres

#### Day Three: Operational Campaign Planning: Turning the Strategy into Actionable Plans

- Using nested hierarchical planning and mission analysis to create a campaign planning framework
- Understanding and applying key operational concepts: centre of gravity, main effort, concentration, economy of effort, major thrust(s), and supporting thrust(s)
- Working with limited resources: deciding what to do and why to do it
- Building a campaign plan to implement a strategy
- Successful manoeuvring and positioning

#### Day Four: Operational Systems and Processes: Setting the Conditions for Successful Execution of Strategy

- Strategy mapping and the components of organisational systems and processes
- The financial perspective
- The customer perspective
- The internal perspective: operations management, customer management, innovation, and regulatory & social processes
- The learning and growth perspective: developing and integrating human, informational, and organisational capital

#### Day Five: Tactics: Getting Results and Leading in the Face Competition and Obstacles

- Breaking objectives into manageable goals and tasks
- Giving direction efficiently and effectively
- Using and encouraging initiative, flexibility, and adaptation within overarching strategy, operational plans, and organisational structures and systems
- Managing for results
- Feedback and adjustment

### Module 2: Effective Organisational Leadership

#### Day Six: Understanding Organisational Leadership

- Defining Leadership in an Organisation
- Key behavioural factors in Leadership
- Leading in the modern world: VUCA
- Understanding strategic, operational, and tactical leadership
- Leading Change in an organisation
- Leadership assessment: Strategic, Operational, Tactical?

#### Day Seven: Vision and Strategy: Strategic Leadership

- Characteristics of Strategic Leaders
- Strategic data and planning factors
- Developing Strategy: Mission or Mantra?
- Building your Leadership brand
- Inspirational engagement and influence
- Communicate and cascading Strategy to gain buy-in

#### Day Eight: Implement & Perform: Tactical Leadership

- Characteristics and behaviours of Tactical Leaders
- Tactical Intelligence data and planning
- Managing performance and motivation
- Understanding Team Dynamics
- Building Team cohesiveness
- Coach and engage for success

#### Day Nine: Linking Strategic to Tactical: Operational Leadership

- Characteristics and requirements of Operational Leaders
- Mastering Operational Management principles
- Linking strategic goals to tactical objectives
- Managing key stakeholders: cross-departmental cooperation
- Managing Operational Meetings
- Turning negative ideas in to positive achievements

#### Day Ten: Creating the Leadership Organisation

- Creating an organisational culture
- Developing a collaborative vision and strategy
- Continuous improvement for organisational success
- Working across boundaries: virtual leadership
- Collaborative Organisation: group exercise
- Action Planning & Next steps

#### The Certificate

- Anderson Certificate of Completion will be provided to delegates who attend and complete the course.