



Advanced Strategic Management

Certificate in Business Strategy Management - Planning, Development & Implementation

► Upcoming Sessions

12-16 Aug 2024	Dubai - UAE	\$5,950
30 Sep-04 Oct 2024	Dubai - UAE	\$5,950
14-18 Oct 2024	London - UK	\$5,950
13-17 Jan 2025	London - UK	\$5,950
17-21 Feb 2025	London - UK	\$5,950
07-11 Jul 2025	Dubai - UAE	\$5,950
11-15 Aug 2025	Dubai - UAE	\$5,950
29 Sep-03 Oct 2025	Dubai - UAE	\$5,950
13-17 Oct 2025	London - UK	\$5,950

► Training Details

Training Course Overview

Senior managers and directors bring diverse backgrounds, spanning technical, commercial, and financial domains. Regardless of their expertise, they all require robust strategic management skills to steer their organizations toward future success. Our Anderson training course provides senior managers with the opportunity to either acquire or refresh their knowledge of strategic tools and techniques essential for innovation, strategizing, and strategic planning.

Acknowledging the complexities of making decisions in a rapidly changing and unpredictable global landscape, this course equips participants with the capabilities to navigate such challenges effectively. It emphasizes the critical role of leadership in not only formulating strategies but also in effectively communicating and implementing change within the organization. By addressing the importance of inspiring and engaging employees on an emotional and intellectual level, the course fosters an environment conducive to successful strategy execution.

Training Course Objectives

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

- Select appropriate tools for reviewing business and economic context for your business
- Apply tools and techniques for strategy development, recognising that the order and approach affects decision making

- ▶ Learn about innovative and incremental strategy development
- ▶ Consider the impact of culture on strategy implementation and review effectiveness of current approaches
- ▶ Develop your leadership capabilities to inspire, motivate and engage with all employees

Designed For

This Anderson training course is designed for individuals who currently hold or aspire to hold middle and senior management positions and wish to sharpen their analytical skills as well as enhance their ability to communicate effectively to gain commitment to achieving business results. They will be responsible for contributing to the development of corporate strategies and objectives as well as their communication and implementation. They include:

- ▶ Directors and senior managers
- ▶ Team Leaders
- ▶ Corporate strategy, HR and other functional managers
- ▶ Heads of Division
- ▶ Heads of Department

▶ Training Details

Day One: The Strategizing Process

- ▶ Why strategize: 21st century changes and challenges
- ▶ Strategic Planning
- ▶ Strategic thinking – Who, How, When and Why
- ▶ Strategic options, decisions, psychological factors
- ▶ Stories of success and failure
- ▶ Cultural impact on leaders

Day Two: The Strategic Process

- ▶ Strategy is relative to...
- ▶ No decision, is a decision
- ▶ Distinguishing between red and blue ocean strategies
- ▶ Strategy Tools: The SWOT analysis
- ▶ Turning dreams into realizable actions – SMART objectives
- ▶ Strategy hierarchy – Aligning resources and actions

Day Three: Strategic Management Skills

- ▶ Leadership theories & styles– A toolkit for managers
- ▶ What drives you?
- ▶ Leaders' Emotional Intelligence
- ▶ Visioning, communicating & framing
- ▶ Leadership skills: Influencing and persuading
- ▶ Motivating employees

Day Four: Managing the Culture

- ▶ The cultural iceberg
- ▶ Cultural frames of reference: The cultural web
- ▶ Impact of strong and weak cultures
- ▶ Cultural challenges: Globalisation, mergers and acquisitions
- ▶ Evaluating your organisation's culture
- ▶ Leaders' role influencing culture

Day Five: Tactics and Plans

- ▶ Impact of change on employees
- ▶ Individual v team roles
- ▶ Employee engagement
- ▶ Tactics and plans
- ▶ A culture of learning
- ▶ Personal action planning

► The Certificate

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

► INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

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