



Certificate in Leadership & Strategic Impact

The Intersection of Strategy, Leadership & Communication

► Upcoming Sessions

05-09 Aug 2024	London - UK	\$5,950
07-11 Oct 2024	Dubai - UAE	\$5,950
23-27 Dec 2024	Dubai - UAE	\$5,950
24-28 Feb 2025	Dubai - UAE	\$5,950
05-09 May 2025	Amsterdam - The Netherlands	\$5,950
04-08 Aug 2025	London - UK	\$5,950
06-10 Oct 2025	Dubai - UAE	\$5,950
22-26 Dec 2025	Dubai - UAE	\$5,950

► Training Details

Training Course Overview

This Anderson training program is tailored for managers across operational and support functions spanning manufacturing, engineering, logistics, sales & marketing, IT, HR, and procurement, aiming to enhance their strategic acumen. Leadership roles pose unique challenges. Mastering the art of leveraging resources and competencies as strategic assets, including digital capabilities, alongside cultivating a keen awareness of external changes, is paramount for businesses to thrive in a fiercely competitive and ever-evolving landscape.

Effective communication with employees demands not only exceptional interpersonal skills but also adeptness in selecting appropriate communication channels. Attaining desired outcomes hinges on influential prowess, the capacity to convey organizational messages, and the skill to discern and interpret signals of change. Strategy formulation and execution are intricately intertwined; this course equips managers to elevate their performance on both fronts.

Training Course Objectives

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

- Recognise and apply different approaches to developing strategies including:
 - competitive, disruptive, blue ocean and resource based
- Understand the relationship between Vision, strategy, strategic and operational planning and objective setting
- Understand the range of communication tools available in 21st Century organisations and how to use them effectively
- Develop leadership skills for effective communication: written, verbal and effective use of

- media
- ▶ Develop the skills of a transformational leader: visionary and inspiring to engage with and motivate 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 develop strategic know-how and become more effective communicators. They include:

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

▶ Training Details

Day One: Strategic Analysis and Strategic Thinking

- ▶ What strategy 'is' and what it 'is not'
- ▶ The importance of understanding stakeholder interests
- ▶ Which tool to use and when
- ▶ Understanding Life cycles: Business, Product, Market
- ▶ Tools to understand the business environment
- ▶ Achieving business sustainability, the value chain

Day Two: Strategy, Innovation and Adaptability

- ▶ The process of strategy development
- ▶ Tools to imagine possible futures
- ▶ Research showing how CEO's apply the tools
- ▶ Zooming In (detail) - Zooming Out (big picture)
- ▶ Selecting different types of innovation
- ▶ The process of innovation - managing failures and successes

Day Three: Key Leadership Skills: Communications

- ▶ Are Vision, Mission and Values just words?
- ▶ The impact of organisational culture on strategy implementation
- ▶ Communicating internally & externally
- ▶ Making effective use of communication channels
- ▶ How good are your persuasion, influence & negotiation skills?
- ▶ Addressing the challenge of virtual communications

Day Four: Strategic Implementation: Tracking Progress

- ▶ Using measures to track progress
- ▶ Using the Balanced scorecard as a strategic tool
- ▶ What are Critical Success Factors?
- ▶ Selecting useful Key Performance Indicators
- ▶ Do measures have an impact on actions?
- ▶ Translating data into information - useful reporting

Day Five: Team Leadership

- ▶ The roles & responsibilities of team leaders
- ▶ Motivating individuals and teams
- ▶ Engaging with staff for mutual benefit
- ▶ Team communications: meetings
- ▶ Evaluating effectiveness of different communication channels
- ▶ 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:

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Email: info@anderson.ae

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

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