



Strategy Formulation, Implementation, and Creative Leadership

► Upcoming Sessions

05-09 Aug 2024	London - UK	\$5,950
25-29 Nov 2024	London - UK	\$5,950
14-18 Apr 2025	Dubai - UAE	\$5,950
04-08 Aug 2025	London - UK	\$5,950
24-28 Nov 2025	London - UK	\$5,950

► Training Details

Training Course Overview

The Strategy Formulation, Implementation, and Creative Leadership training course is a five-day program designed to equip leaders and managers with the essential knowledge, skills, and tools to effectively develop, execute, and lead strategic initiatives in today's dynamic business environment. Participants will gain a deep understanding of the strategic management process, learn practical techniques for formulating and implementing strategies, and explore innovative approaches to leadership that foster creativity, collaboration, and organizational success.

Training Course Objectives

Upon completion of this Anderson course, participants will be able to:

- Understand the importance of strategy in achieving organizational goals and competitive advantage.
- Develop a comprehensive understanding of the strategy formulation and implementation process.
- Apply strategic analysis tools to assess the internal and external factors impacting their organization.
- Formulate effective strategies that align with organizational goals and leverage market opportunities.
- Implement strategies using proven frameworks and techniques for successful execution.
- Foster a culture of innovation and creativity within their teams and organizations.
- Enhance leadership capabilities to inspire and motivate teams toward strategic objectives.
- Overcome challenges and obstacles that arise during strategy implementation.
- Evaluate and monitor the effectiveness of strategic initiatives and make necessary adjustments.

Designed for

This Anderson course is suitable for professionals in various roles, including:

- Executives and senior leaders responsible for strategic decision-making and organizational

direction.

- ▶ Managers and supervisors involved in strategic planning and execution.
- ▶ Entrepreneurs and business owners seeking to develop and implement effective strategies.
- ▶ Project managers involved in the implementation of strategic initiatives.
- ▶ Individuals interested in advancing their knowledge and skills in strategic management and creative leadership.

▶ Training Details

Day One: Introduction to Strategic Management

- ▶ Understanding the role of strategy in organizational success.
- ▶ The strategic management process: formulation, implementation, and evaluation.
- ▶ Analyzing the internal and external environment: SWOT analysis, PESTEL analysis, and more.
- ▶ Setting strategic goals and objectives.
- ▶ Case studies and interactive discussions on strategic management.

Day Two: Strategy Formulation

- ▶ Defining the organization's mission, vision, and values.
- ▶ Analyzing industry dynamics and competitive forces.
- ▶ Identifying and evaluating strategic options.
- ▶ Selecting the most appropriate strategic direction.
- ▶ Creating a strategic plan and communicating it effectively.

Day Three: Strategy Implementation

- ▶ Building an effective organizational structure to support strategy execution.
- ▶ Allocating resources and managing budgets for strategic initiatives.
- ▶ Developing implementation plans and setting performance targets.
- ▶ Aligning functional areas and teams with the strategic objectives.
- ▶ Overcoming resistance to change and managing the implementation process.

Day Four: Creative Leadership and Innovation

- ▶ Understanding the importance of creative leadership in driving innovation.
- ▶ Fostering a culture of innovation within the organization.
- ▶ Techniques for generating and evaluating creative ideas.
- ▶ Implementing and scaling innovative solutions.
- ▶ Empowering and motivating teams to embrace creativity and take risks.

Day Five: Strategy Evaluation and Adjustment

- ▶ Evaluating strategic performance and measuring success.
- ▶ Monitoring and managing strategic initiatives.
- ▶ Making strategic adjustments based on feedback and changing circumstances.
- ▶ Learning from failures and leveraging lessons for future strategies.
- ▶ Developing a roadmap for continuous strategic improvement.

▶ 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

Anderson
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

Web: www.anderson.ae

Email: info@anderson.ae

Phone: +971 4 365 8363

Fax: +971 4 360 4759

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