



## Advanced Strategic Management

Certificate in Business Strategy Management - Planning, Development & Implementation

### ► Upcoming Sessions

08-12 Jul 2024	Dubai - UAE	\$5,950
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

### ► Training Details

#### Training Course Overview

Senior managers and directors come from varied backgrounds: including technical, commercial, financial. All need sound strategic management skills to make the big decisions for the future direction of their organisation. This Anderson training course offers senior managers the opportunity to learn or update their knowledge of strategic tools & techniques needed for innovating, strategizing and strategic planning. It recognises the challenges of making difficult decisions in a fast changing and unpredictable global scenario. The development and implementation of strategy is synonymous with the introduction of change. The training course therefore addresses the importance of leadership capabilities in formulating strategies as well as communicating and implementing change in the organisation: speaking to the hearts and minds of employees.

#### 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](mailto:info@anderson.ae)

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

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

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