



## Certificate in Leadership & Strategic Impact

The Intersection of Strategy, Leadership & Communication

### ► Upcoming Sessions

06-10 May 2024	Amsterdam - The Netherlands	\$5,950
10-14 Jun 2024	Paris - France	\$5,950
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

### ► Training Details

#### Training Course Overview

This Anderson training course is intended for managers from operational and support functions such as manufacturing, engineering, logistics, sales & marketing as well as IT, HR, & procurement who want to develop their strategic capabilities. The role of leaders is challenging. Understanding how best to use resources and competences as strategic assets, including digital capabilities, together with developing antennae for noticing changes in the external environment is essential to enable businesses to respond fast to a highly competitive and rapidly changing world. To communicate effectively with employees requires not just excellent interpersonal skills but also the ability to choose effective communication channels. To achieve desired outcomes requires influencing skills, the ability to deliver organisational messages as well as listening for and interpreting signals of change. Strategy development and strategic implementation are two sides of a coin: this helps managers raise their game.

#### 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 21<sup>st</sup> 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:

Call us: +971 4 365 8363

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

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