



## Certified Strategist

Strategic Planning, Development & Implementation:  
Excellence and Innovation in Strategic Planning

### ► Upcoming Sessions

06-10 May 2024	London - UK	\$6,250
19-23 Aug 2024	Vienna - Austria	\$6,250
04-08 Nov 2024	Amsterdam - The Netherlands	\$6,250

### ► Training Details

#### Training Course Overview

A clear Vision and Objectives are imperative for success. Attending this Anderson training course gives delegates insights into the development of SMART aims, which are a fundamental precursor to generating strategic and operational plans. Learning about strategic tools and techniques is not enough, delegates also learn how combining and applying tools helps managers make better decisions to gain competitive advantage, which in turn leads to successful business outcomes. Learn how human as well as situational factors affect decision making and how you can influence the outcomes. Combine the science of measurement with the psychology of employees to learn how to track performance and build a culture of organisational learning. Strategy is a complex subject, through a multi-faceted approach, you gain confidence both in contributing to the development of strategic plans and their successful implementation.

#### Training Course Objectives

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

- Learn how to contribute to strategy development: visualising potential futures, assessing risk and making choices
- Gain competence in using tools to assess internal and external forces shaping the future options for your business
- Construct non-linear roadmaps with learning milestones in support of vision and goals
- Learn how leaders' behaviours impact strategy implementation
- Gain self-awareness in decision-making abilities and leadership styles

#### Designed For

**This Anderson training course is suitable to a wide range of professionals but will greatly benefit:**

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

## ► Training Details

### Day One: Understanding the Strategic Environment

- Understanding the impact of leadership competencies on company strategy
- Recognizing and interpreting forces in the strategic environment
- Understanding the importance of planned and creative approaches to strategy development
- Recognizing organizational change readiness and strategic inflection points
- Recognizing the impact of perceptions on strategic choices

### Day Two: Understanding Strategic Models and Paradigms

- The strategic journey – common models and frameworks to enable strategic choices
- Developing a strategic roadmap
- Understanding and leveraging strategic competences and skills
- Case Study: managing well in an unpredictable environment
- Recognizing and developing the characteristics of strategic agility

### Day Three: Effective Strategic Implementation

- Recognising the key challenges of strategy implementation
- Understanding the impact of structures on organisational effectiveness
- Using the 7S model to analyse organisational competence
- Turning measurement into information to track performance and inform future strategy
- Building learning organisations to support agility

### Day Four: Strategic Leadership

- Effective styles and practices of strategic leaders
- Recognizing, analysing and developing the strategic leadership styles used by you and others
- Great leaders inspire and motivate – do carrots and sticks work?
- Develop your leadership toolkit by understanding motivation theories
- Case Study: Practice your negotiation skills in complex circumstances

### Day Five: Driving Strategic Performance & Success

- More leadership styles: servant leadership and dispersed leadership
- Understanding the human impact of change
- Understanding employee engagement
- Using communication media effectively
- Achieving success through a dynamic equilibrium between compliance and innovation

## ► The Certificate

- Anderson Certificate of Completion will be provided to delegates who attend and complete the course
- **Anderson Professional Certification (APC)®** Certificate will be provided to delegates who successfully completes and pass the APC assessment

## ► 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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