

Leading & Managing through Strategic Planning & Innovation Developing Deliverable Strategies

Date		(\$)Fees	
16 February -20 February 2025	Istanbul	3500	Register Now

Why Choose this Training Course?

In this comprehensive two week course, both strategic leaders and first line professionals will participate in how to develop, implement and structure the changes necessary to make a new strategy, vision or mission work effectively in today's dynamic climate. Week one focuses on the development of the core strategies and plan to make the organization reach its vision or targets, while week two drills deeper into the organization to develop techniques that get the workforce "on-board" with the changes and have them participate in working out the problems and implementing the new strategies. It is strongly suggested that strategic leaders attend both weeks.

Effective strategic leadership is central to the future success of any organisation. This starts with defining a clear strategic vision – setting out the leadership team's strategic intent for the organisation and its various businesses. This then needs to be translated into an agenda for action – not merely a 'strategic plan' but a set of guidelines or a road map clearly setting out where the business needs to go and empowering managers at all levels to make the multitude of decisions that they need to make in the clear understanding of where the business is heading.

What are the Goals?

This intensive ten day course will help you learn how to:

- Develop the three key strategic agendas for leaders – Intellectual, Managerial and Behavioural
- Identify the most effective balance of Operational Excellence and Breakthrough Strategic Performance
- Identify critical strategic issues and opportunities
- Practice and encourage your people to think differently and workout new initiatives and innovate
- Change your environment to support your new strategic initiatives

Who is this Training Course for?

The course is designed for current and potential strategic leaders and first line managers at all levels of medium to large organisations. The content and delivery style are suited to professionals responsible or likely

to become responsible for developing and leading strategy for organisations, business units and functional teams in the public or private sector.

How will this Training Course be Presented?

This course includes a wide range of techniques used to teach an understanding on how an organization gains their market edge by developing new ideas that outperform all competitors in their markets. These ideas, often called "Blue Ocean Strategies", together with traditional methods used to develop innovative plans, are facilitated in a combination of team activities, videos, and case studies facilitated by a very experienced strategic planning consultant.



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