



Training Seminars & Conferences



An Intensive 10-Day Training Seminar On

# The Art of Strategic Management and Leadership

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20 - 31 Jan 2020, London  
10 - 21 Aug 2020, Orlando  
02 - 13 Nov 2020, Marrakech  
30 Nov - 11 Dec 2020, Colombo



 View Details

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# The Art of Strategic Management and Leadership

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## INTRODUCTION

In these turbulent times, leaders need to focus on what will drive their business enterprise through the obstacles of success. This Art of Strategic Management and Leadership training course offers solutions to any leader who must continue to deal with the economy and make smart decisions about such important elements as new business strategies, succession planning and the use of intellectual capital to sustain and grow their business.

The Art of Strategic Management and Leadership training course begins with a week on Strategic Management, which develops the skills behind strategic thinking and developing good strategies to support the strategic planning function. This EuroMaTech training course looks at many contemporary theories that focus on the best approaches to take to use resources wisely to stay the course of continuous improvement.

Week two of this EuroMaTech training course focuses on The Art of Leadership and on how a leader takes on the responsibilities of implementing new strategies and developing their human assets to support the enterprise. This training course goes deep into the heart of a true leader and helps any leader/manager understand what makes an effective leader in the modern organization. This training course is the catalyst behind what makes a successful strategic plan work in the real world.

## WHO SHOULD ATTEND?

Suitable for any professional who is engaged in the functions of strategic planning, developing new strategies of how to use their resources wisely, or leading the changes required to make their organization a success

## TRAINING METHODOLOGY

The Art of Strategic Management and Leadership training course is an interactive mixture of lecture, discussion groups, team activities and practice on various case studies and video sequences. It provides the latest instructional technologies to enable the delegate to learn and apply the skills and techniques used in the training course.

## PROGRAMME OBJECTIVES

- Expand your understanding of how Strategic Thinking has developed and is used by managers and leaders
- Develop an understanding of the process of Strategy Formation and Implementation within any organization
- Link the Strategy of a firm with the Desired Outcomes of Revenues, Profits, and Growth through Value Creation and Market Focus
- Recognize factors that require change in your organization and how to lead the changes in your business unit
- Demonstrate the leadership core skills of Communication and Inspiration; Systems Thinking and Emotional Intelligence
- Use personal influence and develop political savvy to network and influence people effectively
- Apply a change management model for communicating and implementing change
- Tap into and "inner power" to gain self confidence and strength
- Get the most productivity out of each employee

## PROGRAMME SUMMARY

- Understand the process of formulating, planning and implementing strategy
- Develop strategic thinking skills
- Develop essential leadership qualities to enable growth and capacity to lead
- Build a following by building trust
- How to Inspire people into productive contributors
- The ability to persuade other people to change
- Insight into your own Leadership Style
- Relate action plans to strategic initiatives and individual performance
- Create conditions that foster Achievement of Strategic Initiatives within the organisation when strategy changes
- Recognize and communicate to others the drivers for strategic change within your organization

# PROGRAM OUTLINE

## DAY 01

### Strategy Concepts

- Recognise how strategic thinking has developed and how it influences strategies within your organisation
- Understand the importance of vision and values to communicating strategy in organisations
- Identify the key strategies for every organisation
- Distinguish between the process of creating strategy and the content of strategy

## DAY 02

### The Evolution of Strategic Planning and Strategic Thinking

- Follow the progression of strategic thinking in business, anticipate where strategy may next develop
- Identify the different conceptual frameworks from which strategic thinking has developed and identify which are active in your organisation
- Recognise the commonalities that exist in different approaches to developing and implementing a strategy
- Articulate the conceptual framework of strategy that your organisation uses today

## DAY 03

### A Process for Creating and Updating Strategy

- Recognise different approaches to creating and updating strategy within an organisation
- Identify the applicability of a particular approach with the characteristics of a firm and of the environment the firm faces
- Match different processes to specific issues or situations that could develop in your firm
- Strategy in the organisation
  - » Connect the relationship between strategy formation and implementation and day-to-day activities
  - » Recognise how strategy is created and implemented at multiple levels of the organisation

## DAY 04

### Strategies for Growth, Profitability and Value Creation

- Articulate the link between growth and profitability in public and private sector organisations
- Understand the key factors that make the difference between strategic success and failure
- Relate Action Plans to strategic initiatives and individual performance
- Create conditions that foster achievement of strategic initiatives within the firm when strategy changes
- Recognise and communicate to others the drivers for strategic change within your organisation
- Use insights from past experiences with business and personal change to support the process of strategic change in your company

## DAY 05

### Engaging your Organisation in Strategic Thinking

- Ask strategic questions that relate your work to the organisation's direction and strategic initiatives
- Formulate strategic hypotheses that suggest directions for the firm to consider
- Explore the strategic conversations you want to have when you return to your workplace

## QUALITY CERTIFICATIONS & ACCREDITATIONS



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## **DAY 06**

### **Defining Effective Leadership in Today's World**

- The challenge to lead in today's modern organization; trust, vision and purpose
- Lessons learned from today's leaders across the globe
- Leadership styles in modern organisations – including your organisation
- Self-assessment: Leadership Behaviours – defining your strengths and areas to develop
- Case-study: Leaders eat last – the new thinking of a modern organisation

## **DAY 07**

### **How a Leader Leads by Decision-making and Influence**

- The character of a leader and how leadership from within and using this to create an environment of leadership
- Thinking outside the box – left/right brain thinking and using the six hats technique
- How to evaluate and select the best solution using formal analysis tools such as Pro's and Con's, Force field analysis, Cost/Benefit Analysis and Feasibility/ Capability Analysis
- Case-study: How to present and sell your ideas and plans for actions and improvements

## **DAY 08**

### **How a Leader Builds Trust and Followers**

- What is trust and the benefits of a high trust environment
- How trust produces the competitive edge and leads to increase in performance and results
- Coaching, delegation and reverse delegation for empowerment, people development and managing your own time and results
- Case-study: Negotiating agreement from conflict and using proven principles of effective negotiation

## **DAY 09**

### **How a Leader uses Communication to Gain Influence**

- Building your story and personal charisma through improved communication
- The science of influence and how you can use it within your leadership role
- Advanced rapport, language and communication skills
- How to win friends and influence people above you
- Case-study: Building stakeholder engagement within your projects and team

## **DAY 10**

### **How a Leader Influences People through Motivation**

- The motivating leader and millennial workforce
- The proven science how to motivates yourself and others
- Expectancy theory and how an effective leader creates an environment for self-motivation
- Personal Roadmap to Leadership and review of learning points

## **IN-HOUSE TRAINING**

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on [inhouse@euromatech.ae](mailto:inhouse@euromatech.ae) for further information and/or to receive a comprehensive proposal.

# The Art of Strategic Management and Leadership

✓	Date	Venue	Fee(\$)
	20 - 31 Jan 2020	London	US\$11,900
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*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).\**

## Your Details

Name (Mr/Ms): .....

Position: ..... Organisation: .....

Address: .....

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City / Country: .....

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## Mode Of Payment

Please find enclosed a cheque made payable to EuroMaTech

Please invoice me

Please invoice my company as follows:

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## Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

## Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

## Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

## Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

## Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

## Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

## Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

**\*VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

## Contact Us:

### U.K. Office:

109 Mount Pleasant  
Liverpool L3 5TF, United Kingdom  
Telephone: +44 151 709 7100  
Fax: +44 151 709 7181

### Middle East Office:

P.O. Box 74693  
Dubai, United Arab Emirates  
Telephone: +971 4 4571 800  
Fax: +971 4 4571 801

### Email Address:

[info@euromatech.ae](mailto:info@euromatech.ae)

### Website:

[www.euromatech.com](http://www.euromatech.com)



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