



Leadership and Strategy

Overview

Strategy fails in organization due to poor implementation and buy-in. This is a detailed programme aimed at understand the theory and steps involved in strategy and what type of leadership it takes to implement strategy effectively in the workplace.

Content

Corporate Strategy

A review of theory and practice

Analysing the environment

Analysing markets and competitors

Analysing customers

Analysing resources

Analysing human resources

Analysing financial resources

Analysing operations resources

Purpose: emerging through knowledge, technology and innovation

Purpose: delivered through the mission and objectives

Developing strategic options

Environment based options

Resource based options

Strategy evaluation and development

Strategy, structure and style

Implementation

Resource allocation, strategic planning and control

Organisational structure and people issues

International expansion and globalisation strategies

Strategic Leadership

For Whom Intended

Middle to senior management

Duration

2 days.