

Strategic Leadership For Senior Managers





Strategic Leadership

For Senior Managers

Develop the skills you need to lead and manage change within your organization and align your people to implement corporate strategy

You are facing a leadership challenge. Your organization has to make strategic adjustments, or perhaps adopt a new strategic direction, and that means change for a lot of people. You are not sure how you are going to get people across the organization to act together in function of the strategy and achieve the goals.

As a senior leader, you start feeling the pain: what should you do to align your people, get their buy-in, get the strategy implemented, and reinforce the attitudes and behaviors that contribute to flawless execution? Are you sure you are delivering in a way that your customers value and prefer? How do your employees need to behave and what should they be able to do to deliver your value proposition?

Who should attend?

If you are a senior executive or director and need to lead change and strategy implementation within your company, this programme is for you. Whether you are making a strategic adjustment, a new change or push for greater performance, this programme will help you align multiple levels, divisions and locations to achieve your strategic objectives.

“The methodology to develop a structure was a key learning and an asset for me. Best practice sharing with the attendants as well the lecturer was also good to have.”

Bulend Alpay, PPG INDUSTRIES KIMYA, Turkey



How you will benefit?

How will you benefit?

- Lead strategy implementation and change
- Have a plan for aligning your company or division to deliver on your customer value proposition
- Get your people's understanding and buy-in so that they can see what needs to be done and where to contribute
- Assemble the people with the skills and behaviours that move the strategy along, motivate and develop these people
- Set meaningful KPIs and cascade goals to keep everyone focused on the strategy
- Streamline processes and structures to better enable your people to implement strategy
- Benefit from the experience of faculty who have real leadership experience with senior positions in leading multinational organisations
- Network and learn with a diverse group of peers from different functions, industries and countries
- Develop a personal action plan that you will take back with you and implement with your company
- Learn and practice your leadership skills, using a compelling case study, practical exercises and role plays over 4 interactive and challenging days
- This programme is about you! You will discover your own leadership style, its strengths and weaknesses and what you as a senior leader can do about it

Why participate in an MCE programme?

TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Enrolment programme.

PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

FACILITATORS

MCE's Facilitators are experts in their field with extensive business experience.

INTERNATIONAL

Global best practice and networking with peers from across EMEA.

RECOGNISED

MCE is a top ranked learning provider with a unique offering in Leadership Skills and Business Acumen.

RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.

“Become the kind of leader that people would follow voluntarily; even if you had no title or position.”

Brian Tracy

What will you learn and practise?

Day 1 - Start with a Clear Strategy

Setting the **context** for leadership

- Global Trends: what changes do you have to manage?
- Elements of a Clear Strategy
- Customer Value Proposition at the centre of mission, vision and strategy
- The MCE Leadership for Strategy Implementation Model
- The "Strategy House"
- Making your Strategy Crystal Clear and how to communicate it
- Segmenting your Stakeholders and tailoring your strategy communication

Day 2 - Align Processes & People

Hard **systems** that influence people's beliefs and behaviours

- Performance Metrics, Compensation & reward systems
- Processes and Structure: best structures for different strategies, business process methodologies, business process improvement
- Net Promoter Score (NPS) to measure customer loyalty

Applying to your own situation

Day 3 - You as a Leader

Your "**soft systems**" - As a leader, what is your personal style and how can you use it to align your people?

- Talent, competencies and mind sets for different strategies
- New strategy implementation as a change management programme
- The role of the top team in setting the example
- Building coalitions for change
- Exemplary leadership practices
- Motivating diverse teams and organizations

Day 4 - Getting into Action

Build your **personal action plan** for implementation on your return, with feedback from facilitator and peers

- Practice communicating your implementation plan and receive coaching and feedback
- Practice how to make strategy actionable
- Manage complexity, scale and pace
- Manage multiple projects and set priorities
- Manage risks to implementation

Booking details

 **Duration** 4 Days

 **Price** €4450



**ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME**

Register Now

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