

# Successful Management for Business Achievement - The 5 Day MBA

5 Days MBA

## OVERVIEW

This intensive course is designed to stretch individuals and equip them with the skills and confidence to manage in a fast moving and complex business environment.

This course offers departmental and functional managers tried and tested models, concepts and tools to confidently address the dilemmas faced in today's rapidly changing world.

## DESIGNED FOR

Suitable for departmental and functional managers who are preparing for, or already in, a senior and strategic management position. It is assumed that delegates do have some knowledge of strategic management

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Define the key elements of strategic management.
- Apply the concepts, tools and analytical techniques used in strategic management.
- Understand the issues and dilemmas now facing organisations at a strategic level.
- Devise or participate in a strategic review of an organisation.
- Recognise the key issues involved in change management.
- Define the leader's role in today's increasingly complex business environment.

## TOPICS COVERED

### Understanding your Organisation: Its Role and Purpose

- The role and purpose of organisations
- The influence of corporate governance
- The ethical stance of organisations
- The power and influence of stakeholders
- The organisation's cultural context

### Leadership - Motivating Staff to Achieve Results

- Strategic management and the need for leadership
- Leadership characteristics, roles and styles
- Motivating your team
- Dealing with ethical dilemmas

### Strategy and Strategic Management

- The strategy concept - strategy defined
- Strategic thinking, strategic planning and emergent strategies
- The value of strategic management to organisations

### Strategic Analysis

- Conducting a strategic appraisal - its purpose and who should be involved

- Analysing business performance - using financial and non-financial data
- Stakeholders - their interest, power and expectations

### Analysing and Evaluating the Internal Environment

- Strategic resources and distinctive capabilities
- Creating value - value chains and value systems
- Understanding the importance of coherence and integration - the '7S' framework

### Analysing and Evaluating the External Environment

- The macro or 'PEST' environment
- The competitive environment - analysing five key forces
- Understanding your customers, competitors and suppliers

### Summarising the Current Position

- Where are we now? - the SWOT analysis
- Identifying critical success factors

### Strategic Development and Review

- Developing new strategies
- Dealing with uncertainty - scenarios and scenario planning, and complexity and the implications for organisations
- Appraising strategic options - suitability, feasibility and acceptability
- Developing a robust business case
- Understanding the risks associated with your strategy

### Implementing and Monitoring Strategies

- Implementing new strategies
- The development and use of formal plans

### The Management of Change

- Why organisations need to change - the strategic rationale
- Organisation culture and the impact on change
- Styles of managing change - which is most appropriate?
- Change targets and objectives
- The role of leaders and other change agents
- Levers for managing change

### Monitoring Performance

- A strategic approach to monitoring performance
- Maintaining momentum

### Organisations and Leadership Today

- Institutional vs. interactive leadership
- The role of emotional intelligence

### Personal Development

- Developing your strategic skills and competencies
- Personal action plan

## EXTRA NOTES

*Further Development:*

*Effective Change Management (PMC)*

*High Performance Leadership - Why Should Anyone Follow You? - Residential Course (HPL)*

*An equivalent course is available in Arabic. Please call us for details.*