



course : The Art of Strategic Management and Leadership

City : Kuala Lumpur
Start Date : 2025-11-24
Period : 1 Week

Hotel : Kuala Lumpur
End Date : 2025-11-28
Price : 3950 \$

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Course Overview

In today's turbulent business environment, leaders must focus on driving their organizations through challenges while making informed decisions on strategy, succession planning, and leveraging intellectual capital. This Art of Strategic Management and Leadership training course equips leaders with the skills to develop and implement effective strategies and to master the people management and leadership skills needed to achieve organizational success.

The course is divided into two modules: Strategic Planning and Execution and Mastering People Management & Team Leadership. Participants gain practical insights, contemporary theories, and actionable techniques to create value, lead change, and enhance organizational performance.

Course Objectives

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

- Expand understanding of strategic thinking and its application in modern organizations.
- Understand the strategy formation and implementation process.
- Link organizational strategy to outcomes such as revenue, profit, and growth.
- Recognize organizational change needs and lead transformations effectively.
- Demonstrate leadership skills including communication, inspiration, systems thinking, and emotional intelligence.
- Apply personal influence and political savvy for effective networking.
- Implement change management models for communicating and executing change.
- Maximize productivity and performance of team members.

Target Audience

- Professionals engaged in strategic planning.
- Managers leading organizational change initiatives.
- Leaders responsible for resource optimization and team performance.
- Executives seeking to enhance leadership, strategic thinking, and organizational impact.

Methodology

The course combines interactive lectures, group discussions, team exercises, and case studies. Practical exercises and video sequences are used to reinforce concepts and ensure participants can apply skills effectively in real-world settings.

Course Outline

Day 1 :Strategic Thinking and Organizational Strategy

- The dynamics of strategy development
- Corporate purpose and vision
- Resource development and environmental analysis
- Building a cohesive corporate strategy

Day 2 :Strategic Planning, Control, and Governance

- Setting objectives and tasks
- Communicating strategy effectively
- Resource allocation and strategic planning
- Monitoring, control mechanisms, and corporate governance
- Ethics in strategic management

Day 3 : Strategic Change and Public/Non-Profit Strategy

- Causes and types of change
- Prescriptive and emergent approaches to managing change
- Strategic change programs
- Public sector and non-profit strategy fundamentals

Day 4 : Leadership, People Management, and Team Dynamics

- Leader vs. manager: role clarity and self-perception
- Balancing stakeholder demands and implementing change
- Personal effectiveness, time management, and delegation
- Team building, motivation, and reward strategies

Day 5 - Communication, Influence, and Coaching for Performance

- Effective communication, active listening, and negotiation
- Conflict management and assertiveness
- Coaching techniques for personal and team development
- Enhancing team performance and development planning
- Course review and action planning