MERCURY

The Advanced Management & Leadership Program

20 June – 1 July 2027
Istanbul (Turkey)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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The Advanced Management & Leadership Program

Ref: 8205_289806 **Date:** 20 June – 1 July 2027 **Location:** Istanbul (Turkey) **Fees:** 8500 Euro

Introduction:

Business demands true leaders, not just managers. The Advanced Management and Leadership program will sharpen your critical thinking skills and enable you to enhance your impact as a leader. Based on fundamental issues, economic realities, and global shifts and megatrends, you will challenge how you view yourself and your organization's operations.

The advanced leadership and management program requires you to take a step back from day-to-day tasks so that it can equip you with new skills and knowledge to adapt, thrive, and succeed. With 2 weeks of classroom experience, this intensive journey will expose you to the best thinking in the field and enable you to enhance your leadership skills and impact dramatically.

At the end of this advanced leadership and management course, participants will return to their workplace refreshed and re-energized, ready to face future challenges.

Course Certification Overview:

Upon completing The Advanced Management and Leadership Program, participants will receive a Leadership and Management Certificate attesting to their mastery of leadership and management principles.

This leadership and management certification underscores the commitment to developing executive capabilities and provides an authoritative endorsement of their newfound strategic skills.

Targeted Groups:

- Head of departments.
- Managers at all managerial levels.
- Supervisors and Team Leaders.

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Course Objectives:

At the end of this advanced leadership and management course, participants will be able to:

- Define and demystify the concepts of 'strategy' and 'strategic plans,' but also the strategic process—as part of 'Helicopter Thinking.'
- Break the strategy process down step-by-step, providing a practical toolkit for managers for each key stage.
- Illustrate it through some well-chosen and highly stimulating case studies - and distill the lessons from this.
- Apply it to your area of management responsibility - through planning the analysis, option generation, choice, implementation, and measurement phases of strategy.
- Put this within the overall context of the organization and the change and influencing process generally.
- Give a lot more confidence in managing their role strategically within their organization.
- Understand their role as a manager and a leader.
- Establish clear objectives and standards of performance for their team and manage and use conflict and challenge.
- Accelerate thinking speed and problem resolution for all dilemmas.
- Expose to various perspectives on teams and the leadership function, sharing examples of best practices and solving actual and simulated team performance issues together.
- Practicing new and sometimes challenging techniques will build flexibility and confidence in harnessing the power of the team.

Targeted Competencies:

At the end of this advanced leadership and management course, target competencies will be able to:

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- Leadership skills.
- Management skills.
- Strategic planning.
- Business Analysis.
- Performance management.
- Problem-solving.
- Communication skills.
- Emotional intelligence.

Course Content:

Unit 1: Strategic Thinking and Business Analysis:

- What are strategy and strategic planning?
- Why are strategy and strategic planning important?
- What are the main conceptual frameworks?
- External analysis: understanding and analyzing business attractiveness, including macro-environmental factors, growth drivers, competitive forces, and market dynamics.
- Benchmark your own strategic position/competitor analysis.
- Analyze customers.
- "Thinking backward from the customer."

Unit 2: Internal Analysis and Fusion of Analyses Into Strategic Options:

- The Interface of External and Internal Analysis.
- Internal analysis: Financial.
- Internal analysis is non-financial.
- The concept and practicalities of the "balanced scorecard."
- Diagnose strategic problems and opportunities.
- Fusion of Analyses Into Strategic Choices - SWOT and the Strategy Matrix.

Unit 3: Strategic Plans and The Relevance of Alliances and Joint Ventures:

- Review of the tools used so far.
- The content of a strategy: avoiding "paralysis by analysis."
- Putting a strategic plan together - the 5-page framework.
- A Real-life Example of a Business Strategy/Strategic Plan.
- Strategies for Alliances and Joint Ventures.
- Example of best practice in alliances and joint ventures.

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Unit 4: Strategic Implementation and Getting The Value Out of Strategy:

- Understand effective execution - converting strategic analysis and planning into action.
- Link strategy with operational objectives.
- Implementation - getting practical things done.
- Strategic planning of your career.
- Create tomorrow's organization out of today's organization.
- Conclusion - the Corporate and Individual Value of Strategic Thinking.

Unit 5: Global Strategy, Teambuilding, and The Management of Internal Communication:

- The Essence of Globalization and Global Strategy.
- Globalization - the Strategic Dimension.
- Globalization - the Organizational Dimension.
- Globalization - the Human Dimension.
- How do you build and manage a strategic planning team?
- Communicate strategy through the organization.
- Gain your team's commitment and buy-in to the strategy.
- Second-phase work on the main case study.
- Lead high-performing Teams.

Unit 6: Teams and Their Leaders:

- Teams, leaders, and managers.
- Key leadership tasks.
- Influence, authority, and power.
- Leadership Styles and Style Flexibility.
- Self-awareness.
- Emotional Intelligence and Rapport.

Unit 7: Vision, Direction and Alignment:

- Create a shared vision.
- Aims, Objectives, and Goal Alignment.
- Develop meaningful objectives and indicators.
- Divergent approaches to problem-solving.
- Communicate a compelling vision.
- Deliver challenging messages.

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Unit 8: Team Dynamics:

- Team development.
- The sociology of the team.
- Characteristics of high-performing teams.
- Balance team roles.
- Non-traditional team structures.
- Delegation and empowerment.

Unit 9: Developing the Team:

- Learning and competence.
- Build a coherent team.
- Self-managing Teams and their Challenges.
- Coaching, Mentoring, and Self-directed Learning.
- Feedback and appraisal.
- Leverage team strengths for peak performance.

Unit 10: Performance and Conflict Management:

- Define performance.
- Approaches to Measuring Team and Individual Performance.
- Performance through the Eyes of the Customer.
- Performance management: science or art?
- Conflict as a catalyst for team development.
- Deal with challenging interpersonal relations.