



The Strategic Manager Becomes a Strategic Leader

29 March – 2 April 2027
Amsterdam (Netherlands)



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Introduction:

More than ever, implementing strategic improvement changes in an organization requires leaders who think and act strategically. Work is becoming increasingly complex and sophisticated to maintain competitiveness. Still, competent professionals with little or no strategic leadership training often implement strategic improvements.

Modern organizations cannot afford less than competent management, leading to successfully implemented improvements. Establishing and maintaining personal and team leadership skills, creating productive work environments, and leading teams in strategic activities to meet goals is a challenging, everyday part of a strategic leader's life.

This Strategic Manager Becomes a Strategic Leader course offers an opportunity to focus on developing and using strategic leadership practices that allow for effective and efficient management of strategic improvements. It provides practical skills to return to the job and insights needed to adapt principles to specific work environments.

Defining the Strategic Leader:

When examining the characteristics of a strategic leader, it is significant to define what a strategic leader is and comprehend their role. A strategic leader can influence, inspire, and drive an organization's strategic initiatives. This ability is integral for becoming a strategic leader and being effective in the dynamic and ever-changing corporate landscape. This session will explore developing a strategic leader's essential attributes and roles.

Targeted Groups:

- Managers.
- Supervisors.
- Team leaders.
- Employees who want to gain one of the most important skills to develop their career.

Course Objectives:

At the end of the strategic manager becomes a strategic leader course, the participants will be able to:

- Understand strategic leadership and its role in the implementation of changes.
- Gain greater skill in working in the role of strategic team leader.
- Develop strategic leadership techniques for creating a strategic change environment, planning, relationships, and communication.
- Understand the role of stakeholders in strategic leadership.
- Utilize individual and team strengths to achieve strategic objectives.
- Develop communication and human interaction skills to implement strategic change.
- Develop techniques to deal with strategic organizational change.
- Learn techniques of strategic stakeholder assessment and management.
- Learn the techniques to deal with the human reaction to strategic change.
- Integrate strategic management and leadership into the overall work of the organization.
- Develop skills for strategic leaders that will raise their capability, skill, and morale.
- Improve preparedness to deal with strategic improvements.
- Establish organizational, team, and personal strategic leadership capabilities.
- Improve performance in setting and completing strategic objectives.

Targeted Competencies:

By the end of the strategic manager becomes a strategic leader training, the target competencies will:

- Strategic Leadership.
- People Management.
- Communication Skills.
- Human Interaction Skills.
- Strategic Priorities.
- Change Management.

Strategic Manager vs. Strategic Leader: Understanding the Roles:

The intersection of the strategic manager and the strategic leader will focus on enhancing understanding of the roles and responsibilities inherent to a strategic manager and the evolution toward strategic leadership. Emphasis will be placed on strategic manager skills, allowing for a deeper appreciation of the strategic manager's meaning, the core responsibilities within an organization, and how they pivot into effective strategic leadership.

Course Content:

Unit 1: Strategic Leadership Skills in a Changing Business Culture:

- Identification of strategic leadership skills.
- Challenges leaders face in changing organizations.
- Conditions that exist that require strategic leadership.
- Explore the role of strategic leadership in dynamic organizations.
- Understand the role of strategic management in leadership.
- How do leadership skills change with organizational change?

Unit 2: Strategic Leadership in Organizational Excellence:

- The role that organization type plays in strategic leadership.
- Develop a culture of strategic organizational excellence.
- Learn the skills and techniques of strategically managing stakeholders.
- Focus on strategic priorities in leadership.
- Set strategic priorities with other leaders.

Unit 3: The Importance of Communication in Strategic Leadership:

- Know the importance of strategic leadership and communication methods.
- Strategic interpersonal communication is two-way.
- Understanding of how interpersonal communication preferences differ.
- Develop a strategic listening communication style.
- Communicate empowerment techniques as a strategic leader.

Unit 4: Strategic Leaders Demonstrate Flexibility in Interpersonal Relationships:

- Successful strategic leaders have positive interpersonal interaction.
- Characteristics of strategic interpersonal interaction.
- Identify the personal interaction style.
- Understand the individual strengths and challenges of each interaction style.
- Explore strengths and challenges in strategic interactions.
- Understand how strategic teams work better using varied interaction types.

Unit 5: Strategic Leadership, Innovation, and Human Change:

- Understand the strategic benefits of innovation and improvement.
- Lead strategic personal change in our teams.
- Understand problems inherent with strategic change in individuals and teams.
- Avoid critical change mistakes.
- Prepare project teams and individuals for strategic change.