



# Leadership and Strategic Planning - Executive Program

القيادة والتخطيط الاستراتيجي - برنامج تنفيذي

19 February – 01 March 2024

Kuala Lumpur / Malaysia

## Introduction

This training course offers an extensive training on Leadership and Management in the 21st Century. This course will provide the most comprehensive training on leadership and managerial effectiveness in formal organizations with practical suggestions for improving leadership skills. It introduces The Nature of Leadership, The Nature of Managerial Work, Perspectives on Effective Leadership Behavior, Participative Leadership, Delegation, and Empowerment, Managerial Traits and Skills Theories of Effective Leadership, Leading Change in Organizations, Leadership in Teams and Decision Groups, Strategic Leadership by Top Executives and Developing Leadership Skills to lead the 21st Century Organization.

This specific training offers to participants some significant information and business cases about strategic planning, negotiation techniques and leading teamwork during crisis. It mainly covers the principles and methodologies used in strategic planning, and negotiations. We will also highlight the roles and responsibilities of leaders to guide and help teams especially during crisis.

Therefore, to be successful in today's dynamic and challenging work environment, leaders are expected to work in synergy with all team members and ensure good cooperation to achieve the desired results and outcomes. Success is no longer an individual effort but a group contribution that will lead to goal achievement. Besides that, we will highlight in this course, all the concepts related to this program and provide you with some insights and valuable tips on how to strategize, effectively plan and develop negotiation skills to better lead teams during crisis.

## Who Should Attend?

- Top Management
- Middle Management

## Objectives

### Why this program is designed for you?

This program will highlight the concept of strategic planning, goal setting, negotiation skills and teamwork. The course is expected to improve the participants' know-how and expertise in all related areas to these themes:

- To learn strategies and tools to overcome 21st Century challenges
- Strategic Management
- Strategic Thinking and Strategic Planning
- To become a more Productive Manager
- To develop Effective Communication Skills and appreciation of the inter-functional coordination necessary for quality service
- To learn different Management Styles and how to deal with it
- To learn the importance of Productive Performance Appraisal
- To become a better Leader in the 21st Century
- Differentiate between management and leadership
- Leadership Empowerment and Delegation
- Problem Solving and Decision Making Techniques
- How to plan and act strategically
- Set smart goals
- Ensure effective communication and negotiation

In this respect, some valuable advice and recommendations will be presented to all participants to improve accordingly their general attitude, behavioral manners and overall performance to effectively lead their teams in the workplace.

**Course Outline****Day One**

- Management Process
- Planning
- Organizing
- Leading
- Control
- Nature of Managerial Work
- Strategic Management

**Day Two**

- The Nature of Leadership
- The Nature of Managerial Work
- Effective Creative Leadership
- Change Management
- Productive Performance Appraisal
- Delegation and Empowerment

**Day Three**

- Organizational Behavior
- Multi Culture
- Diversity
- Effective Communication
- Leadership in Teams
- Leadership in Decision Groups

**Day Four**

- Leadership Styles
- Developing Leadership Skills
- Competent Leadership
- Leadership Dimensions
- Leadership in the 21st Century

**Day Five**

- Managerial Grid Styles
- Creativity
- Innovation
- Critical Thinking
- Emotional Intelligence
- The Habits of Highly Effective Leaders and Managers

**Day Six and Seven (WEEKEND)****Day Eight****Strategic Planning**

- Defining the concept of strategic planning and its methodologies.
- Describing the situational analysis of the organizations and their environments.
- Discussing how to set SMART goals and allocate objectives for staff and teams.
- Highlighting the importance of communicating the vision and mission to all employees.
- Identifying special issues and challenges faced in strategic planning.
- Providing some valuable tips on how to plan and act strategic.

**Day Nine****Effective Negotiation Skills**

- Defining the concept and main principles of negotiation.
- Identifying key approaches to negotiation area.
- Highlighting the general models related to negotiations.
- Planning and preparing for effective negotiations.
- Discussing the different forms used in negotiations.
- Reflecting on lessons learned and steps to ensure “true success”

**Day Ten****Essentials of Negotiations**

- Detecting the sources and types of conflict based on world view.
- Highlighting the main competencies and pillars of negotiations.
- Discussing the high impacts and concerns affecting negotiations.
- Explaining the POEDIC model and all its phases.
- Negotiating real business cases and proposing adequate course of actions.
- Providing some valuable tips and advice related to this theme.

## **Day Eleven**

### **Leading Teams and Teamwork During Crisis**

- Defining the concept of L-E-A-D-E-R-S-H-I-P and leaders' traits.
- Differentiating between managing a team and leading teamwork during crisis.
- Providing the framework and tools to lead organizations towards greater effectiveness.
- Displaying the various leadership styles in effectively managing teams and employees.
- Introducing the key elements, values and attributes of successful leaders.
- Providing some helpful guidelines and advice on how to lead teams during crisis.

## **Day Twelve**

### **Presentation & Feedback**

- Delivering short presentations about selected topics.
- Assessing the company's overall situation to ensure greater effectiveness.
- Providing some advice and recommendations on how to lead the entire workforce.
- Giving and receiving feedback about the training program.

### Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

### Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

### Schedule

#### The course agenda will be as follows:

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

### Course Fees\*

- **6,950 USD**  
*\*VAT is Excluded If Applicable*

## المقدمة

يقدم هذا البرنامج تدريباً مكثفاً على القيادة والإدارة في القرن ٢١. ورشة العمل هذه سوف توفر التدريب الأكثر شمولاً على القيادة والفعالية الإدارية في المنظمات الرسمية مع اقتراحات عملية لتحسين مهارات القيادة. إنه يقدم طبيعة القيادة، وطبيعة العمل الإداري، وجهات نظر حول سلوك القيادة الفعالة، القيادة التشاركية، وقد، و التمكين، و الصفات المهارات الإدارية ونظريات القيادة الفعالة، قيادة التغيير في المنظمات، القيادة في فرق و مجموعات القرار، والقيادة الاستراتيجية من كبار التنفيذيين و تطوير المهارات القيادية خلال القرن ٢١.

هذه الدورة التدريبية تقدم للمشاركين بعض المعلومات الهامة والقضايا التجارية حول التخطيط الاستراتيجي، وأساليب التفاوض والعمل الجماعي خلال الأزمة. وهو يغطي أساساً للمبادئ والمنهجيات المستخدمة في التخطيط الاستراتيجي، والمفاوضات. وسوف نسلط الضوء أيضاً على أدوار ومسؤوليات القادة لتوجيه ومساعدة الفرق وخصوصاً خلال الأزمة. لذلك، أن تكون ناجحة في بيئة اليوم الديناميكية وبيئة العمل الصعبة، ويتوقع قادة للعمل في تضافر الجهود مع جميع أعضاء الفريق، وضمان تعاون جيد من أجل تحقيق النتائج المرجوة.

النجاح لم يعد جهد فردي، بل هو مساهمة مجموعة من شأنها أن تؤدي إلى تحقيق الهدف. الى جانب ذلك، فإننا سوف نبرز في ورشة العمل هذه، وجميع المفاهيم المتعلقة بهذا البرنامج، وتوفر لك بعض الأفكار ونصائح قيمة حول كيفية وضع الاستراتيجيات والتخطيط على نحو فعال، وتطوير مهارات التفاوض لفرق الصدارة خلال الأزمة.

## الحضور

- الإدارة العليا.
- الإدارة الوسطى.



**الأهداف**

البرنامج يسلط الضوء على مفهوم التخطيط الاستراتيجي، وتحديد الأهداف، ومهارات التفاوض والعمل الجماعي. ومن المتوقع أن الدورة التدريبية تقوم بتحسين " الدراية والخبرة لدى المشاركين في جميع المجالات ذات الصلة لهذه المواضيع. بحلول نهاية ورشة العمل هذه، سيتمكن المشاركون من فهم أفضل حول كيفية:

- معرفة الاستراتيجيات والأدوات للتغلب على تحديات القرن ٢١
- أن تصبح مدير أكثر إنتاجية
- تطوير مهارات الاتصال الفعال والتقدير للتنسيق بين الوظائف اللازمة لجودة الخدمة.
- معرفة أنماط الإدارة المختلفة وكيفية التعامل معها.
- معرفة أهمية تقييم الأداء الإنتاجي
- معرفة أنماط قيادية مختلفة
- أن تصبح أفضل رائد في القرن ٢١
- التخطيط والعمل الاستراتيجي
- تحديد الأهداف الذكية
- ضمان التواصل الفعال
- التفاوض باستخدام أفضل الممارسات

في هذا الصدد، سيتم تقديم بعض النصائح والتوصيات القيمة لجميع المشاركين لتحسين آداب السلوك والأداء العام لقيادة لفرقهم على نحو فعال في مكان العمل.