



PROJACS ACADEMY  
by @egis



# Leadership and Management Challenges in Global and Local Competitive Environment

قيادة وإدارة التحديات والتغلب على الصعاب لتحقيق الأهداف  
والرؤية الاستراتيجية

16 – 20 October 2023

Kuala Lumpur / Malaysia

## Introduction

The world is changing rapidly and becoming more complex, uncertain and interconnected. Organizations face new challenges and opportunities in the global and local competitive environment. To succeed in this dynamic context, leaders and managers need to develop the skills, knowledge and mindset to lead and manage effectively across cultures, markets and sectors.

This course will help you to understand the key drivers and trends that shape the global and local competitive environment, and how they affect your organization's strategy, performance and sustainability. You will also learn how to apply the principles and practices of leadership and management to enhance your personal and organizational effectiveness, as well as to foster a culture of innovation, collaboration and learning.

## Objectives

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

- Analyze the global and local competitive environment and its implications for your organization
- Identify and evaluate the opportunities and threats that arise from the external and internal environment
- Develop and implement strategies that leverage your organization's strengths and address its weaknesses
- Lead and manage change and transformation in a complex and uncertain environment
- Communicate, influence and negotiate effectively with diverse stakeholders across cultures and contexts
- Build and sustain high-performing teams that foster creativity, innovation and learning
- Enhance your self-awareness, emotional intelligence and resilience as a leader and manager

## Who Should Attend?

### This course is designed for:

- Senior executives, managers and professionals who want to enhance their leadership and management skills in a global and local competitive environment
- Emerging leaders who aspire to take on higher-level roles and responsibilities in their organizations
- Anyone who wants to gain a deeper understanding of the global and local competitive environment and its impact on their organizations

## Course Outline

### Day One

#### Understanding the Global and Local Competitive Environment

- Introduction to the course
- The drivers and trends that shape the global and local competitive environment
- The opportunities and challenges for organizations in the global and local competitive environment
- Case studies of successful and unsuccessful organizations in the global and local competitive environment
- Group discussion and reflection

### Day Two

#### Developing and Implementing Strategies

- The strategic management process
- The tools and frameworks for strategic analysis
- The criteria for strategic choice
- The challenges of strategy implementation
- Case studies of strategic decision making in the global and local competitive environment
- Group exercise: Developing a strategic plan for your organization

## **Day Three**

### **Leading and Managing Change and Transformation**

- The nature and types of change
- The stages of change management
- The roles of leaders and managers in change management
- The resistance to change and how to overcome it
- Case studies of change management in the global and local competitive environment
- Group exercise: Leading a change initiative in your organization

## **Day Four**

### **Communicating, Influencing and Negotiating Effectively**

- The importance of communication, influence and negotiation skills for leaders and managers
- The principles of effective communication, influence and negotiation
- The barriers to communication, influence and negotiation across cultures, contexts, channels, etc.
- The techniques for communication, influence, negotiation across cultures, contexts, channels etc.
- Case studies of communication, influence negotiation in the global local competitive environment
- Group exercise: Communicating influencing negotiating with different stakeholders in your organization

## **Day Five**

### **Building High Performing Teams Fostering Innovation Learning**

- The characteristics of high performing teams
- The stages of team development team dynamics
- The roles responsibilities of team leaders team members
- The factors that enhance or hinder team performance team cohesion
- Case studies of high performing teams in the global local competitive environment
- Group exercise: Building a high performing team for your organization



## 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\*

- **3,600 USD**  
*\*VAT is Excluded If Applicable*

## المقدمة

يتغير العالم بسرعة ويصبح أكثر تعقيداً وغموضاً وترابطاً. تواجه المنظمات تحديات وفرصاً جديدة في البيئة التنافسية العالمية والمحلية. للنجاح في هذا السياق الديناميكي، يحتاج القادة والمديرون إلى تطوير المهارات والمعرفة والعقلية للقيادة والإدارة الفعالة عبر الثقافات والأسواق والقطاعات.

ستساعدك هذه الدورة على فهم الدوافع والاتجاهات الرئيسية التي تشكل البيئة التنافسية العالمية والمحلية، وكيف تؤثر على استراتيجية مؤسستك وأدائها واستدامتها. سوف تتعلم أيضاً كيفية تطبيق مبادئ وممارسات القيادة والإدارة لتعزيز فعاليتك الشخصية والمؤسسية، وكذلك لتعزيز ثقافة الابتكار والتعاون والتعلم.

## الأهداف

بنهاية هذه الدورة، ستكون قادراً على:

- تحليل البيئة التنافسية العالمية والمحلية وآثارها على مؤسستك
- تحديد وتقييم الفرص والتهديدات التي تنشأ من البيئة الخارجية والداخلية
- تطوير وتنفيذ الاستراتيجيات التي تعزز نقاط القوة في مؤسستك ومعالجة نقاط ضعفها
- قيادة وإدارة التغيير والتحول في بيئة معقدة وغير مؤكدة
- التواصل والتأثير والتفاوض بفعالية مع أصحاب المصلحة المتنوعين عبر الثقافات والسياقات
- بناء ودعم فرق عالية الأداء تعزز الإبداع والابتكار والتعلم
- تعزيز وعيك الذاتي وذكائك العاطفي ومرورتك كقائد ومدير

## الحضور

هذه الدورة مصممة من أجل:

- كبار المسؤولين التنفيذيين والمديرين والمهنيين الذين يرغبون في تعزيز مهاراتهم القيادية والإدارية في بيئة تنافسية عالمية ومحلية
- القادة الناشئون الذين يتمحورون إلى تولي أدوار ومسؤوليات عالية المستوى في مؤسساتهم
- أي شخص يرغب في اكتساب فهم أعمق للبيئة التنافسية العالمية والمحلية وتأثيرها على مؤسساتهم