



## **UNIX Trainers & Consultants**

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### **Advanced Strategic Management skills in the Public Sector**

#### **Course Overview:**

This course will give emphasis on Management's key role in setting the public sector's strategic direction. This course supports the development of high-level strategy skills for middle to senior Managers wanting to gain or refresh their knowledge of strategic planning and increase confidence in the use of strategic planning tools and approaches. This may include the ability to align the public sector's internal capabilities to unpredictable external factors, which is crucial in improving and delivery of public service.

This course will help participants to understand the global context in relation to their delivery of public services, as well as develop skills and confidence to boost the public sectors and enable them to develop and sustain their performance for the future

To managers and leaders moving into a significant leadership position, you face the challenge of developing and executing strategies in a dynamic environment of delivering government services to the public. Organizations are required to build strong teams and manage internal and external resources and relationships so that they can enhance the value chain and deliver results. The

#### **Course Objectives:**

##### **At the end of this course, the participants will be able to:**

- Adjusting the organization to fit the new strategy and culture.
- Keep the focus on both strategic and operational goals and adjust to the continual changes in the market.
- Develop and broaden their perspectives, challenge and stretch their thinking
- Increase their ability to effectively build the collaboration necessary to get your strategies approved and people to cooperate.
- Develop their ability as an influential leader and build a stronger, committed leadership team
- Prepare to boost performance at individual, team, and business-unit levels
- Ensure that their organization is keeping ahead in a constantly changing business environment
- Enhance their impact on strategies and change
- Provide a clear view of the changes and challenges of the global economy
- Enhance their capability to make the right decisions regarding budget and resources

## **Course Coverage:**

### **Topic 1: Strategic Management:**

- Strategic Management – a new focus
- The Role of strategic management
- The Functions and capabilities of a strategic manager
- The Strategy Hierarchy
- Global Changes and Challenges
- Case Studies on Strategies
- The Benefits of Strategic Management

### **Topic 2: The Strategic Process:**

- The Strategic Process
- Understanding Strategy VS Strategic Planning
- Choosing the right strategies
- The Environmental Scan
- MBC VS SBC Strategies
- Avoiding Strategic Failures
- Examples of Strategic Successes
- Blue Ocean VS Red Ocean Strategies
- Building Value into the Value Chain
- Applying lessons learned to your organization

### **Topic 3: Strategic Management Skills:**

- Thinking like a Strategic Manager
- The Leadership Capabilities of Strategic Management
- Self Analysis
- Building Your Strategic Skills
- Leading others through the Strategic Process
- Examples of Strategic Leaders
- Your ability to communicate your changes

### **Topic 4: Managing the Culture & Changes:**

- The Significance of the corporate culture
- The leader's role in establishing the culture
- Merger and acquisition strategies
- Why most M & A's fail and how to avoid failure
- The dynamics of changing the culture to meet the strategies
- The ten elements of Building the Culture
- The dilemma of multicultural corporations
- Making the changes in strategy work

### **Topic 5: The Strategic Plan:**

- Preparing a Plan
- Implementing the Corporate strategies
- Evaluating & Monitoring the strategies

- The Dynamics of Strategic Execution
- Building a Leadership Legacy

**Targeted Participants:**

- Executives and high-level managers taking on additional strategic leadership responsibilities.
- Middle managers committing to the strategies and performance of the business
- Supervisors & Team leaders.