Global Horizon
TRAINING CENTER

Training Course:
The Advanced Management Programme

25 - 29 November 2024
Accra (Ghana)

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Training Course code: MA1092 From: 25 - 29 November 2024 Venue: Accra (Ghana) - Training Course Fees: 5950 Euro

Introduction

Today's executives have no room for error in navigating the market upturn to ensure their organization's survival and success. This all-new capstone to our Management Programme is a fast track to more effective senior management by learning to best leverage your corporation's competencies and build high-value, sustainable growth.

An excellent course for experienced executives looking for late-breaking management ideas centered on strategy and "growth maximization" to prepare for market realities in the next three years.

- Starting with a personalized diagnosis of your current processes
- Review prevalent management practices in today's organizations
- Recognize and take action on new sources of growth in the areas of strategy
- Managing and engaging people through organizational performance
- Provide value for customers and resolve management challenges

Course Objectives of Advanced Management

- Understand and contribute to a discussion of emerging business issues in management.
- Determine your leadership and management advantage and plan your future in a risk-free environment.
- Provoke traditional assumptions and examine business challenges from new current perspectives.
- Build on core functional competencies by creating a sustainable competitive advantage.
- Shift to new management and leadership paradigms and behaviors.
- Develop an implementation plan for your return.

An ideal candidate is:

- A senior functional head
- A member of the executive committee
- The head of a major business unit
- A senior member of the operating group

Course Process of Advanced Management

The program is delivered in a highly interactive, hands-on learning style by senior consultants with corporate experience. In addition to trainer-led group discussions, case studies, and learning group exercises, this program includes experiential learning and other instructional modalities to accommodate a variety of executive learning styles and to improve learning and retention.

Course Benefits of Advanced Management

- Turn ideas into action through a hands-on case that interconnects all the influences on general management decisions

- Capture advanced-level management learning in a concise and dynamic format
- Build readiness to seize opportunities as markets turn up
- Gain exposure to pioneering trends in productivity, innovation, strategy, performance, etc.
- Connect with an exceptional peer group from diverse industries
- Gain coaching advice from senior consultants on igniting growth and momentum in your organization

Course Results of Advanced Management

- Focusing on ways to create value in a downturn.
- Understanding the results-oriented view of marketing prepares senior leaders to manage marketing across multiple areas.
- Gain effective strategies for maximizing the potential for greater bottom-line and shareholder value.
- Exploring the techniques for managing incremental and disruptive innovation, as well as the organizational dilemmas inherent in managing strategic contradictions.
- Explore new market space opportunities.

Core Competencies of Advanced Management

- Emphasizing the art of configuring internal management activities to create new sources of competitive advantage.
- Acquiring a set of methodologies and action-planning tools for diagnosing and solving organizational problems.
- Analyzing the role of senior management in applying competitive analysis and best alternative strategies.
- Applying the strategic analysis to evaluate available resources, market opportunities, and the effectiveness of organizational structures, systems, and processes.
- Analyzing the options for articulating a clear vision, building a coalition of support, and creating an organization that is capable of reinventing itself.

Course Outlines of Advanced Management

Day One

Performance Management Process

- Integration of Proven Management Methodologies
- Fact-Based Data and Information Technology
- Motivation and Performance Management
- Performance Management as an Appraisal Process
- Performance Management Around the Globe

Day Two

Leading Organizational Change Through Innovation

- Strategy Innovations Is Managing the Future
- Strategy Innovations is Not Strategic Planning
- Managing Innovation and the Discovery Process
- The Discovery Process: Staging, Aligning, Exploring, Creating, Mapping
- The Future of Strategy Innovation Systems in Management

Day Three

Leveraging Management Based Activities

- Questions and Definitions of Activity Based Management
- Activity-Based Management as a Key to Success
- Operational Activity-Based Management for Continuous Improvement
- Strategic Activity-Based Management for Profitability
- Activity-Based Management Supports Performance Management

Day Four

Integration of Performance Management

- Customer Intelligence and Relationship Management
- Supplier Intelligence: Managing Economic Profits Across the Value Chain
- Process Intelligence and Six Sigma Quality and Lean Thinking
- Shareholder Intelligence
- Employee Intelligence

Day Five

Knowledge-Based Management and Organisations

- Enabling Knowledge-Based Competence of a Corporation
- Strategic Management of Knowledge
- Market Research in Product Development
- Human Resource Management and Knowledge Creation
- Organizing and Managing Innovation in a Knowledge-Based Economy

Registration form on the Training Course: The Advanced Management Programme

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

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Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.