



Conference:
The Manager As A Strategic Leader

15 - 19 March 2027
Madrid (Spain)

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Conference code: CO234835 From: 15 - 19 March 2027 Venue: Madrid (Spain) - Conference Fees: 6300 € Euro

Introduction

Strategic leadership is vital for managing complex improvements in competitive environments. Many professionals tasked with implementing changes lack formal strategic leadership training, making effective leadership crucial for success. This program develops skills in personal and team leadership, fostering productive environments and guiding strategic activities to achieve goals. Participants gain practical tools and insights to adapt leadership practices to their specific workplaces. The seminar provides a comprehensive understanding of the skills needed to excel as a strategic leader.

Objectives

- Understand strategic leadership and its role in the implementation of changes
- Gain greater skill in working in the role of strategic team leader
- Develop skills in strategic leadership techniques for creating a strategic change environment, planning, relationships, and communication
- Understand the role of stakeholders in strategic leadership
- Learn to 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

Target Audience

- Senior Executives and Organizational Leaders
- Strategic Managers and Department Heads
- Team Leaders and Supervisors involved in organizational change
- Project and Program Managers responsible for implementing strategic initiatives
- Human Resources and Organizational Development Professionals
- Change Management Practitioners and Specialists
- Business Unit Managers and Operational Leaders
- Professionals responsible for stakeholder engagement and management
- Individuals involved in driving innovation and organizational improvement
- Professionals seeking to enhance strategic leadership and interpersonal management skills

- Employees preparing for leadership roles in dynamic and changing environments
- Anyone responsible for leading teams, managing change, and improving organizational performance

Outlines

Day 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
- Individual strengths and challenges of each interaction style
- Strengths and challenges in strategic interactions
- Understanding how strategic teams work better using varied interaction types

Day 2

Strategic Leadership in Organizational Excellence

- The role that organization type plays in strategic leadership
- Developing a culture of strategic organizational excellence
- Learning the skill and techniques of strategically managing stakeholders
- Focusing on strategic priorities in leadership
- Setting strategic priorities with other leaders

Day 3

The Importance of Communication in Strategic Leadership

- Importance of strategic leadership and communication methods
- Strategic interpersonal communication is two-way
- Understanding of how interpersonal communication preferences differ
- Developing a strategic listening communication style
- Communicating empowerment techniques as a strategic leader

Day 4

Strategic Leaders Demonstrate Flexibility in Interpersonal Relationships

- Successful strategic leaders have positive interpersonal interaction
- Characteristics of strategic interpersonal interaction
- Identification of the personal interaction style
- The role of strategic leadership in dynamic organizations
- Understanding the role of strategic management in leadership
- How leadership skills change with organizational change

Day 5

Strategic Leadership, Innovation, and Human Change

- Understanding the strategic benefits of innovation and improvement
- Led strategic personal change in our teams
- Understanding problems inherent with strategic change in individuals and teams
- Avoiding critical change mistakes
- Preparing project team and individuals for strategic change

Registration form on the Conference: The Manager As A Strategic Leader

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