Strategic Management & Leadership Program Training

Duration: **5 Day**

BİLGİNÇ IT Academy
info@bilginc.com
+44 20 3807 0925
+90 212 282 7700

Overview

A five-day development program covering strategic thinking, team leadership, problem solving, design thinking, and product lifecycle management for managers seeking to translate strategy into measurable business outcomes.

The Strategic Management & Leadership Program is designed to help managers and team leaders strengthen their strategic perspective, lead teams effectively, and address business challenges through structured problem-solving approaches.

The program introduces practical methods across strategic management, leadership and communication, decision making, design thinking, and product lifecycle management.

Throughout the five days, concise instructor-led sessions are supported by practical activities. This approach enables participants to develop tools and frameworks they can apply directly to their professional responsibilities.

Who Should Attend

This program is intended for professionals who want to enhance their strategic decision-making and leadership capabilities.

- Managers, team leaders, and supervisors
- Department heads and high-potential employees preparing to take on leadership responsibilities
- Professionals working in product management, project management, and business development

What You Will Learn

By completing the program, participants will develop their ability to:

- Evaluate the business environment through PESTLE, SWOT, and Porter's Five Forces, and establish aligned objectives using OKRs and KPIs
- Communicate effectively, adjust leadership approaches to different situations, and encourage trust and continuous feedback within teams
- Identify underlying causes of business problems and make informed decisions using structured frameworks, including during crises
- Apply the design thinking process from user research through prototype development and testing
- Manage products throughout their lifecycle using customer segmentation, marketing mix strategies, product roadmaps, and performance analytics

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Outline

Five-Day Program Overview

- **Day 1:** Strategic Thinking and Management
- **Day 2:** Communication and Team Leadership
- **Day 3:** Problem Solving and Decision Making
- **Day 4:** Design Thinking for Innovation
- **Day 5:** Marketing and Product Lifecycle Management

Training Methodology

The program follows an interactive, practice-oriented learning approach that encourages active participation.

Short theoretical sessions are combined with case studies, collaborative exercises, role-playing activities, and practical assignments at the end of each day.

Participants are encouraged to introduce real workplace challenges into the learning activities, allowing them to explore how the methods can be applied in their own professional environments.

Day 1: Strategic Thinking and Management

The first day focuses on developing a strategic perspective, evaluating the business environment, establishing aligned objectives, and converting strategic plans into actionable initiatives.

1. Strategic Thinking and Vision Development

- Examining the macro-environment and identifying early indicators of change
- Recognizing potential opportunities and threats before they become critical
- Converting strategic insights into a clear vision that can be communicated across the organization

2. Strategic Analysis Frameworks

- Applying PESTLE to assess external environmental influences
- Using SWOT findings to evaluate the current position and develop strategic alternatives
- Assessing competitive conditions through Porter's Five Forces

3. Setting and Cascading Objectives

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- Applying the Objectives and Key Results (OKR) framework
- Establishing meaningful Key Performance Indicators (KPIs)
- Ensuring alignment of objectives across organizational levels and teams

4. Strategic Planning and Implementation

- Developing strategic roadmaps and defining key milestones
- Prioritizing initiatives and allocating available resources
- Converting strategic direction into operational action plans

5. Change Management and Organizational Agility

- Making strategic decisions in uncertain environments
- Supporting organizational adaptation and addressing resistance to change
- Incorporating agile practices into strategic planning cycles

Practical Exercise:

Working in teams, participants examine a case organization using PESTLE, SWOT, and Porter's Five Forces. Based on their findings, they prepare a one-page strategic plan supported by OKRs and a 12-month implementation roadmap.

Day 2: Communication and Team Leadership

The second day explores effective communication, adaptable leadership approaches, and the development of trust-based environments that support strong team performance.

6. Effective and Influential Communication

- Strengthening active listening and empathy
- Communicating ideas clearly, accurately, and concisely
- Adjusting communication approaches for different audiences

7. Leadership Approaches and Situational Leadership

- Reviewing the main leadership styles
- Applying Situational Leadership by matching leadership behavior to employee competence and commitment
- Leading employees with different levels of motivation

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8. Developing a Feedback Culture

- Delivering constructive feedback through the Situation–Behaviour–Impact (SBI) model
- Receiving criticism and responding appropriately
- Establishing feedback as a consistent team practice

9. Team Dynamics and Trust Development

- Understanding the stages of team development
- Creating and supporting high-performing teams
- Encouraging psychological safety within the team

10. Conflict Resolution and Negotiation

- Identifying common sources of conflict and different conflict management styles
- Addressing disagreements among team members
- Using principled negotiation to reach constructive agreements

Practical Exercise:

Participants take part in role-playing activities involving a challenging feedback conversation using SBI, a Situational Leadership scenario, and a team conflict mediation exercise. Peer observations and group discussions are used to review the outcomes.

Day 3: Problem Solving and Decision Making

The third day introduces systematic approaches to understanding business problems and making effective decisions when facing uncertainty, limited information, or time constraints.

11. Root Cause Analysis Methods

- Applying the 5 Whys technique to investigate underlying causes
- Using Fishbone (Ishikawa) diagrams to organize possible causes
- Prioritizing causes through Pareto analysis and the 80/20 principle

12. Analytical and Critical Thinking

- Defining problems with accuracy and clarity
- Using data to support analysis and conclusions
- Challenging assumptions and identifying cognitive biases

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13. Structured Decision-Making Frameworks

- Applying weighted decision matrices
- Comparing alternatives through risk-reward analysis
- Using RICE and ICE frameworks to prioritize options

14. Creative Approaches to Problem Solving

- Exploring alternative scenarios and possible solutions
- Applying lateral thinking techniques
- Keeping idea generation separate from idea evaluation

15. Decision Making During Crises

- Making timely and effective decisions under pressure
- Taking action when information is incomplete
- Communicating decisions clearly in crisis situations

Practical Exercise:

Participants select a real workplace challenge and examine it using root cause analysis techniques. They then prioritize possible solutions with RICE or a decision matrix and complete the session with a crisis decision-making simulation.

Day 4: Design Thinking for Innovation

The fourth day introduces a human-centered innovation approach, guiding participants from understanding user needs to developing and testing potential solutions.

16. Understanding Design Thinking

- Exploring the human-centered approach to innovation
- Reviewing the key principles and five stages of design thinking
- Identifying business situations where design thinking can be applied

17. Empathy and User Research

- Developing user personas
- Creating empathy maps
- Applying in-depth user interview techniques

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18. Defining and Reframing the Problem

- Identifying the most relevant problem to address
- Discovering and clarifying user needs
- Developing a Point of View (POV) statement

19. Ideation and Idea Development

- Applying structured brainstorming methods
- Using techniques that encourage thinking beyond conventional solutions
- Evaluating and selecting ideas for further development

20. Prototyping and User Testing

- Creating prototypes quickly and with limited resources
- Conducting user tests and collecting feedback
- Refining and improving solutions through iterative development

Practical Exercise:

Teams work through a complete design sprint based on a business challenge. The activity includes user interviews, persona development, POV definition, ideation, creation of a paper-based or digital prototype, and a round of user testing.

Day 5: Marketing and Product Lifecycle Management

The final day examines how products can be managed from initial concept through market introduction and subsequent lifecycle stages, with data and performance indicators supporting strategic decisions.

21. Product Lifecycle Stages (PLC)

- Understanding the introduction, growth, maturity, and decline stages
- Managing appropriate strategies throughout each lifecycle phase
- Exploring methods for extending and renewing the product lifecycle

22. Market Research and Customer Segmentation

- Identifying and defining target audiences
- Exploring different customer segmentation approaches
- Developing a compelling Value Proposition

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23. Marketing Mix (4P / 7P) and Market Positioning

- Developing strategies for product, price, place, and promotion
- Applying the extended 7P marketing mix to service offerings
- Positioning products and brands in relation to competitors

24. Product Strategy and Roadmap Development

- Creating a structured product roadmap
- Managing the progression from product idea to market launch
- Developing Go-to-Market (GTM) plans

25. Product Performance Measurement and Analytics

- Identifying essential product performance metrics
- Analyzing customer retention
- Managing ongoing product enhancement and improvement cycles

Practical Exercise – Final Project:

Working in teams, participants develop a go-to-market plan for a selected product. The project brings together customer segmentation, value proposition, marketing mix, product roadmap, and success metrics. Each team presents its completed plan to the group at the end of the program.