# AMA2242: Advancing from an Operational Manager to a Strategic Leader Training

Duration: **2 Day**

BİLGİNÇ IT Academy
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## Overview

**Discover how to anticipate, initiate, and manage change.**

In this course, you will learn to become an innovator, a persuasive player, and a champion of strategic change. You will gain the knowledge and skills to close the gap between where you are now and where you want to be. You'll conduct SWOT analysis, leverage key prospects for strategic opportunities, and inspire risk taking and innovation. This course provides you with the skills to add value to your organization and move your team forward decisively.

**Who Should Attend?**

Managers with fewer than five years of management experience who want to move into a more strategic role

## What You Will Learn

- Inspire and direct your team to greater readiness and competitiveness
- Use strategic thinking to add value to your organization by understanding the needs and expectations of your customers
- Anticipate and innovate strategies to link strategic vision to core capabilities
- Recognize opportunities to influence and create strategic alliances
- Use strategic thinking to identify key strengths and weaknesses in your work group
- Encourage and support risk taking and innovation at all levels
- Develop persuasive skills to sell your strategic ideas

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## Outline

1. **Introduction**
   - Operational Management and Strategic Thinking
   - Classic Strategic Model
   - Developing a SWOT Analysis
   - Creating a Target for Future Success
   - Developing a Mission Statement
   - Encouraging Innovation in Your Team
   - Creating a Strategic Approach to Your Particular Work Situation
2. **Developing and Balancing Your Operational and Strategic Management Skills**
   - Establishing a Working Definition of Operational Management
   - Exploring the Key Attributes of Today's Strategic Thinkers
   - Finding the Balance Between these Core Competencies
   - Using Operational Management and Strategic Thinking in Your Own Work Setting
3. **Creating a Strategic Frame of Reference**
   - Key Components of a Strategic Frame of Reference
   - Key Outputs at Each Level
   - Developing a Strategic Thinker's Approach for Your Own Work Environment
4. **Your Team, Your Customers, and Your Competitors**
   - Clarifying the Purpose of Your Work Group in the Context of Your Organization
   - Drafting a Mission Statement Defining the Operational Reality
   - Creating a SWOT Analysis to Help You Understand Your Team, Your Customers, and Your Competitors
5. **Developing a Strategic Vision: Moving from What Is to What If**
   - Assessing Customer Needs, Wants, and Expectations
   - Determining Optimal Approaches for Developing Customer Data and Input
   - Using an Importance/Performance Matrix to Set Priorities for Your Work Group
   - Power of Vision
   - Creating a Link Between the Organizational Vision and Your Mission
6. **Making Your Vision a Reality: Influencing Key Stakeholders**
   - Developing Persuasive Skills to Sell Your Strategic Ideas
   - Exploring a Range of Options for Influencing Others
   - Assessing Your Ability to Encourage Innovation
   - Conducting Five Key Conversations to Encourage Innovation in Your Group
7. **Your Personal Plan: Developing and Selling Your Vision of the Future**
   - Completing a Strategic Frame of Reference for Your Department, Work Unit, or Team
   - Preparing to Communicate Strategically
   - Identifying and Practicing the Key Conversations You Intend to Have Upon Your Return to Work
8. **Developing a Personal Plan of Action**