

## **SSM 34 - BUILDING LONG-TERM PARTNERSHIPS**

Since the first decades of the 20th century business and organizational researchers and writers have increasingly emphasized that the two key things that increasingly distinguish the most successful and top-performing organizations from the 'average' ones are strong strategic management and visionary leadership. Never has it been more important to move from merely managing organizations, focusing only on operational decisions, to strategic leadership. Without a clear and motivating vision and a skilled leadership team to move the organization towards the vision the successful organizations of today may not even survive the next decade.

Effective strategic leadership is central to the future success of any organization and in developing long-term partnerships. This starts with defining a clear strategic vision – setting out the leadership team's strategic intent for the organization and its various businesses, which is then translated into an agenda for action. It is not merely a 'strategic plan' but a set of guidelines or a road map clearly setting out where the business needs to go and empowering managers at all levels to make the multitude of decisions that they need to make in the clear understanding of where the business is heading.

But finally the organization needs managers to move from transactional management to transformational leadership. Real strategic management requires that leaders at all levels create the mindsets and behaviours that are needed to transform the organization to the new strategic paradigm that the vision sets forth. This seminar will focus on the strategic thinking and leadership behaviours that a high-performance organization needs to guide it to a successful long term relationships.

### ***WHO SHOULD ATTEND?***

The seminar is designed for current and potential strategic leaders at all levels of medium to large organizations. The content and delivery style are suited to managers responsible (or likely to become responsible) for developing and leading strategy for organizations, business units and functional teams in the public or private sector.

This course has been designed to assist you to develop your ability and capabilities to clearly articulate a strategic vision and a statement of strategic intent. It will address the skills required in translating strategic vision into a clear roadmap for your organization and implement it effectively.

## *COURSE CONTENTS*

### Day One - Understanding the Strategic Environment

---

- Understanding the strategic leadership agenda – intellect, management and behaviours
- Recognising and interpreting forces in the strategic environment
- Understanding strategic inflection points and strategic scenarios
- Analysing and prioritizing strategic issues
- Formulating strategic vision and expressing strategic intent
- Developing a strategic roadmap

### Day Two - Understanding Strategic Models and Paradigms

---

- The strategic journey – common models and frameworks for strategic thinking (from Ansoff to Hamel via Porter and Mintzberg)
- Identifying strategic horizons and using the 7S framework
- Recognising and developing the characteristics of strategic agility
- Understanding and leveraging strategic competences and skills

### Day Three - Effective Strategic Implementation

---

- Strategic implementation tools and frameworks
- Structures and systems for strategic agility and performance
- Monitoring and adjustment
- Measurement, analysis and knowledge management

### Day Four - Strategic Leadership

---

- Preparing for the future
- Effective styles and practices for strategic leadership
- Recognising, analyzing and developing the strategic leadership styles used by you and others
- Developing inspiration and motivation
- Communicating the roadmap and gathering support

## Day Five - Driving Strategic Performance & Success

- Transforming the organization to enable strategic success
- Balancing the focus on performance and strategy
- Spreading leadership capabilities throughout the organization
- Maximising organizational learning and knowledge transfer to embed strategic success