

SEMINAR – EFFECTIVE STRATEGIES: FROM DEVELOPMENT TO EXECUTION



Did you know?

PMI's *Pulse of the Profession* research shows that U.S. businesses lose over \$100 million per \$1 billion spent in projects because they fail to meet goals.

Do your teams know how to connect your strategic plans to effective execution?



4811 S 76th St, Suite 8
Attn: Learning4Managers
Greenfield, WI 53220
USA

P: 800-958-9908
E: info@learning4managers.com
W: Learning4managers.com

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WHY ATTEND?

Companies report that they fail to reach about 40% of their expected results in their strategic plans. Researchers find that most strategies fail due to significant inconsistency between planning and execution. The cost of failed strategies that end in projects that do not meet expected goals can be staggering with waste often surpassing 10% of what is spent in projects. Strategy execution is clearly at the heart of a business' success.

PROGRAM OVERVIEW

The secret to take your company beyond simple survival is the discipline of sustainable strategic management. Your leadership team will learn strategic management principles to effectively execute strategies to drive performance and productivity. This program will show you how to formulate and implement sustainable strategic management tools and techniques that are both effective and practical.

INTENDED AUDIENCE

Top executive management from private and public sectors including:

- Chairmen and Board Members
- Senior HR Professionals
- Human Resource Executives and Directors
- HR dept. Heads and General Managers
- HR Managers and Supervisors
- HR Practitioners
- Business Unit Heads
- HR Business Partners
- Decision Makers and Business Owners
- Consultants

This is NOT just another Boring Seminar!

Our Promise is that you'll attend a program that is:

Valuable, Interesting, Engaging, and Practical.

TOPICS

The course will provide participants an overview of how to develop an effective strategy, how to plan for its implementation, and how to ensure the sustainability of the plan.

The course covers:

- ✓ Principles of strategy formulation
- ✓ Overcoming strategy management obstacles
- ✓ Implementing a sustainable strategy
- ✓ Balancing strategic leadership and business ethics

Seminar Available in English and Spanish

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AGENDA

DAY ONE

- **Preparing for Strategy Development**
 - The Micro-Environment Evaluation
 - The Macro-Environment Evaluation
- **Strategy Development**
 - Conceptual Framework for Strategy Development
 - Coping with Stress During and After Conflict
- **Overcoming Formulation Obstacles**
 - Preventing Common Strategic Development Mistakes
 - Managing Obstacles During Formulation

DAY TWO

- **Preparing for Implementation**
 - The Implementation Communications Plan
 - Resource Planning
- **Strategy Implementation**
 - Motivation and Success
 - Strategy Management and Sustainability
- **Overcoming Implementation Obstacles**
 - Preventing Common Strategic Management Mistakes
 - Managing Obstacles During Implementation

LEARNING OBJECTIVES

The course will cover the conceptual framework of strategy development, implementation team management, and strategy sustainability. In this seminar you will:

1. **Assess strategy development preparedness.**
2. **Compare the different stages of strategy formulation.**
3. **Identify effective strategy implementation principles.**
4. **Implement strategy management model.**
5. **Assess obstacles to strategy management.**

FACULTY PROFILE

*Jorge Acuña, M.Ed., M.B. A. is a training and e-learning strategist with over 15 years of experience in the Human Performance Development field and the author of the book *Viral Leadership*. He is an instructor at Cornell University's eCornell where he facilitates courses to a worldwide audience. He holds a Bachelors in Psychology, a Master's in Adult Education, and a Master's in Business Administration. His personalized approach to facilitation is matched by his analytical thinking ability and his desire to bring the highest possible value to every minute you spend with him. Every year he provides customized training and consultation services to thousands of individuals across the USA and the world in person or via the Web. His clients range from small entrepreneurial businesses to multi-billion dollar global enterprises.*

ENROLLMENT AND PRICING

For the most current pricing and enrollment information for this seminar, please contact us today by phone or online using our contact form.

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SAMPLE CLIENTS

Some of our clients include:

- GE Healthcare
- Tesoro Corporation
- Xerox
- eCornell

