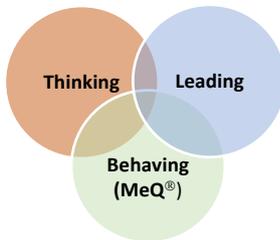


The essence of strategy is choosing what not to do (Michael Porter)

So much 'strategy' is handed to us in the form of targets or so-called best practice. In today's, and especially post Brexit's, highly uncertain and competitive world, can organisations rely on simply following the actions or directions of others? This course is intended to help participants;

- Begin to think strategically and understand why this is important to their role
- Appreciate why organisations have to change
- Understand where an organisation is strategically, its purpose and future direction
- Analyse the environment to determine the optimum strategic change opportunities
- Appreciate how effective strategies are really created in organisations and effective change delivered
- Understand and apply change management tools and concepts to successfully deliver appropriate change



21st Century Leaders Courses

The 21st Century Leaders programme, recognised by the Chartered Management Institute (CMI), is comprised of three courses that can be taken stand-alone if required. Enrolment brings CMI membership and distance learning benefits along with a CPD completion certificate.

All three courses are designed to develop the knowledge, skills and attitudes necessary to deliver effective innovation and strategic change in organisations of all sizes and sectors.

Delivered at masters level, these courses contribute to the knowledge and understanding elements of several modules of the CMI's Level 7 Strategic Management & Leadership Qualification, available at additional cost and study.

Indicative Course Content:

- Learning to learn – the essential element
- What is change, what is innovation and what is strategy?
- Why every employee should be involved in the strategic process?
- How values and purpose should drive innovation?
- The wider business environmental issues and their impact
- Use classical strategic analysis, planning and marketing tools and models
- Understand how entrepreneurial organisations really determine strategy
- What's different and new in the digital information age?
- What is quality and why is it critical in service organisations too?
- Appreciate how cost savings are actually generated and opportunities for operational improvement
- Understand the concepts behind 'lean' and how they might be transferred into a service environment to optimise productivity and performance?
- What is meant by 'lean innovation' and 'design thinking'?
- Is there a successful process we can follow when implementing change and what methods can we employ?
- Throughout consider the potential for 4th Revolution interconnectivity solutions

The course is regularly delivered at The Media Centre, Huddersfield HD1 1RL on consecutive days to small groups from all sectors using an action-learning, involved discussion approach. Please see www.pimac.uk for the latest course dates and availability.

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|---|---------------|
| • Thinking Strategically 2-day course | £750 plus VAT |
| • Leading Strategically 2-day course | £750 plus VAT |
| • Behaving Strategically MeQ® 1-day course (after completing the 2-day Leading Strategically course) | £500 plus VAT |
| • CMI Level 7 Certificate in Strategic Management & Leadership (in addition to all 3 courses) (Includes induction, 1:1 support, registration and assessment) | £500 plus VAT |

Total for CMI Level 7 Certificate in Strategic Management & Leadership - 6 days attendance & £2500 plus VAT or £2250 plus VAT if paid in full at onset
Includes all course materials. Refreshments are not provided but full catering facilities are available on site.