



Leading Strategic Growth and Change

Course Introduction:

Leading strategic growth and change is a critical competency for senior leaders seeking to maintain competitive advantage and drive organizational success in today's dynamic business environment. Navigating growth while managing change requires a combination of visionary leadership, strategic thinking, and effective communication skills. Leaders must be adept at identifying growth opportunities, fostering innovation, and building a culture that embraces transformation.

Course Objectives:

By the end of the training, participants will be able to:

- Develop strategic thinking skills to identify and capitalize on growth opportunities
 - Understand key frameworks for setting and executing growth strategies
 - Learn how to manage organizational change and overcome resistance
 - Explore methods for fostering a culture of innovation and continuous improvement
 - Strengthen leadership communication skills to align and motivate teams
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Who Should Attend?

This course is designed for all:

- Senior executives and business leaders
- Department heads and managers responsible for strategy
- Entrepreneurs and business owners
- Change management professionals
- Corporate strategists and innovation managers
- Professionals involved in organizational development and transformation

Course Outline:

Strategic Growth Fundamentals

- Introduction to Strategic Growth
 - Importance of growth strategies in dynamic markets
 - Key components of a successful growth strategy

- Analyzing Market Opportunities
 - Market analysis tools and techniques
 - Identifying emerging trends and customer needs

Setting and Executing Growth Strategies

Strategic Planning Frameworks

- Vision, mission, and goal setting
- Strategy formulation models (e.g., SWOT, PESTLE)
- Execution and Performance Measurement
 - Key performance indicators (KPIs) and milestones
 - Tools for tracking and adjusting strategy execution

Leading Change in Dynamic Environments

- Change Management Principles
 - Understanding the change curve and resistance to change
 - Kotter's 8-Step Change Model
- Overcoming Resistance to Change
 - Strategies for engaging stakeholders
 - Communication techniques to build buy-in

Fostering Innovation and Organizational Agility

- Building a Culture of Innovation
 - Encouraging creativity and risk-taking
 - Structuring teams for innovation
- Enhancing Organizational Agility
 - Agile methodologies and frameworks
 - Continuous improvement practices

Leadership Communication and Strategy Alignment

- Communicating Strategy Effectively

- Crafting clear and compelling messages
- Tailoring communication for different audiences
- Aligning Teams for Strategic Success
 - Motivating and empowering employees
 - Monitoring and sustaining engagement

Course Methodology:

A variety of methodologies will be used during the course that including:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Fees:

To be advised as per course location. This rate includes participant's manual, Hand-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session

10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

