

Strategic Leadership

The Clarico Group Inc.

www.claricogroup.com

Strategic Leadership



Strategic leadership is about looking beyond the "now" to prepare and position your business for the future. It focuses on the vision of the organization with emphasis on action for increasing productivity rather than profit. Contemporary strategic leaders empower and motivate their followers via personal and professional competence and presence.

This program focuses on assessing and refining leadership skills, developing and deploying organizational and talent management strategies to build a sustainable, strengths-based organization that engages employees. Leaders possess the ability to influence others by creating a clear vision through a results oriented approach. This program will help delegates guide their organization towards great performance and profitability.

This intensive 2 day program will benefit: Directors, Executive Level Managers, HR Executives, Mid-Level Managers, Project Managers, Senior Managers and experienced managers wanting to learn techniques to provide a sense of direction for their organization through improved employee ownership, and alignment of individual objectives to corporate goals.

COURSE OUTLINE

Role of strategic leadership

- The ability to anticipate, envision and empower others to action.
- Considering organized labor unions and associations

Creating Unique Value

- Create effective strategies even in the absence of valuable resources
- Why mission statements are so important
- Outsource strategies and considerations
- How greed and distrust destroy value
- What the characteristics of successful companies teach us about profitability

Foundations of Value Creation and Value Capture

- Combine resources, establish dynamic capabilities and sustain advantages
- What affects value creation from the consumer's perspective
- Who captures the most value from innovation

Strategic Value Propositions

- Achieve a competitive advantage with a good business strategy
- Low cost strategy advantages and reconfiguring the value chain
- Ways to distinguish your firm's value proposition from competitors

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- Strategies for increasing consumer willingness to pay
- Leading a vision
- Leading and managing change

Going Global

- How to manage and transfer competitive advantages in the global arena
- Strategies for balancing opportunity against opportunism when entering foreign markets
- What risks exist when entering a foreign market
- How to overcome market failure
- How to balance tradeoffs in managing a global business
- Developing Networks

LEARNING OUTCOME

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

- Develop a vision statement and relate goals to the vision.
- Implement the organizations vision by gaining the cooperation and support of staff.
- Align employee priorities and evaluate employee performance.
- Motivate employees and overcome employee apathy.
- Identify the phases of the change process and implement strategies to facilitate transition.
- Apply strategic thinking skills and tools to improve quality of decision making
- Lead strategic change by creating vision and appropriate change strategy
- Lead implementation by translating strategy into change projects and programs
- Increase self-knowledge and leadership influence to build trusting relationships
- Build high performing internal and multi-agency teams
- Make a positive impact by communicating effectively

Enlightenment and Knowledge Transfer

One of our core values is to educate and transfer continuous improvement philosophy and a *lean* way of thinking across the organization. In addition to direct projects we are able to:

1. Lead Workshops on best practices and adoption of Lean tools and techniques
2. Employ video and multimedia production to capture and celebrate success stories from across the organization. We can produce and highlight your most potent lean tools – **your people**.

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3. Curate resources (print, digital, e-learning tools, and other) for continued learning and development

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**ENABLE
EDUCATE
ENLIGHTEN**



About Us

The Clarico Group puts ourselves in your shoes, listens and accurately grasps your needs, issues and problems. Then we help you to succeed by delivering any combination of our Clarico Client Trilogy.

Client Option #1 – We Enable by Doing or helping to do what you need to succeed

Our consultants deliver results for you by working on your behalf, running programs or projects for you or just being part of your teams, to make the best happen for you by planning and executing at strategic, tactical and operational levels. We help your teams make better, more creative decisions and, most importantly, actually execute on them.

Client Option #2 – We Educate Using Workshops to educate you as to how and what you need to succeed

Before, during or after our consulting work for you ... it's your choice ...we make sure that there's knowledge and skills transfer. We innovate, design and build interactive workshops, eLearning and classroom training MENTO. The right concept. The right message. The right media. At The Clarico Group we customize and integrate traditional and new media.

Client Option #3 – We Enlighten by providing you with how-to media to guide your success.

We provide our clients with the best book, audio and video media and references to allow you to enable your success for yourself.

Contact us:

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