



Beyond Management, To Leadership

Course Objectives

Session 1 – Management and Leadership

By the end of this session, participants will:

- have identified the key difference between management and leadership
- be familiar with the work of a manager and the five functions of leadership
- know the extent of management and leadership that is practiced at different levels

Session 2 – Corporate Culture

By the end of this session, participants will:

- understand the meaning of Corporate Culture
- be able to develop a Mission Statement for their Organisation or Unit
- recognize the role that Core Values play in the establishment, and maintenance, of a Corporate Culture
- know how to develop a set of Core Values



Session 3 – Strategy Formulation

By the end of this session, participants will know how to:

- create a Vision for your Company or Unit comprising
 - a compelling, future goal
 - indicators
- formulate Strategy (broad action plan) for achieving your Vision
- apply an innovative method of tapping untapped markets and creating new demand by utilising a process called Blue Ocean Strategy.

Session 4 – Transformation

By the end of Session 4, participants will:

- recognize the need for continuous renewal and transformation
- identify the seven human reactions to change whenever people feel threatened
- discover how people respond to transformation when a positive view is held of it
- be familiar with a six stage model to bring about effective transformation (Prochaska, Norcross and DiClemente)
- be able to apply any of (or a combination of) eight strategies for facilitating the six stages of change (according to Prochaska et al's model)



**Session 5 – Strategic
Decision-making**

By the end of this session, participants will:

- be familiar with the three most common decision-making blunders
- know how to apply a six step decision-making procedure
- be able to quantify and evaluate the effectiveness of a range of options by using a Decision Aid Matrix

**Session 6 – High
Performance Teamwork**

By the end of Session 6, participants will:

- know why the sought after values of ambition, competitiveness and power are destructive to teamwork
- be familiar with Lencioni's five factor model for developing high performance teams