



Strategic Leadership

Overview

Prepare to lead transformational change in your organization. Develop the perspective to assess your competitive environment and opportunities, create strategy and turn it into action, build your team, and improve communication. You will work to create a strategic roadmap for your unit addressing market trends and plans for innovation and implementation.

Who Should Attend

This program benefits those charged with creating and implementing strategy and developing organizational capability. Titles of participants have included:

- Director of Operations
- General Manager
- Logistics Management Specialist
- Senior Vice President, Corporate Services
- Department Head

Program Benefits

Improve your ability to:

- Critically assess and respond to the changing environment and marketplace.
- Develop a strategic roadmap that aligns your unit's strategy with the enterprise.
- Apply critical thinking to test innovation and strategic initiatives.
- Assess your organizational culture and the propensity for change.
- Communicate, motivate, and empower to lead organizational change.

At Penn State

3-Day Short Course

Location: University Park, PA

This course fulfills a requirement for the Professional Certificate in Strategy and Organizational Performance or Strategy and Organizational Performance w/ Emphasis in Supply Chain.

Please see our Schedule on the web for current dates.

Value For You & Your Organization

What's your organizational DNA? Through an exclusive tool that uses current data provided by your colleagues, you receive a candid, objective assessment of your organizational and leadership environment. The Strategy, Leadership, Culture Questionnaire™ (SLCQ)™ is a simple but powerful process that measures 18 critical dimensions of organizational effectiveness.

“This program helped me to start to think outside the box and learn the concept of continual product/process development (momentum), as well as leadership styles and when and how to use them.”

Nabeel Sarwani, M.D.

Assistant Professor of Radiology and Director, Body MRI
Penn State Hershey Medical Center

Program Content

This program is taught by the very best business faculty and experienced practitioners from top organizations who will help you tie critical new perspective, concepts, and techniques to immediate application in the workplace.



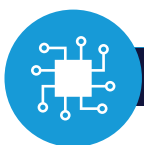
Strategic Leadership

- Assessing the external environment—social, political, technological, economic, and global factors
- Analyzing your organizational culture and the propensity for change
- Setting direction for your organization
- Managing cycles of change



Leading Change

- Understanding your organizational environment and readiness for change
- Translating strategic intent into action
- Enhancing leadership effectiveness through better communication



Strategy Formulation

- Thinking strategically about organizational issues
- Assessing strengths and weaknesses
- Concepts and frameworks to develop strategy
- Effective strategies for thriving in changing environments



Strategy Implementation

- Processes and techniques for alignment and change leadership
- Systems to generate organizational performance
- Creating cultures that facilitate strategy implementation
- Establishing a collaborative mindset for meaningful and lasting action
- Aligning team goals for successful execution

Pricing

- **\$4,150** covers tuition, materials, lunch, breaks, and the group dinner only (you are responsible for lodging, travel, and “on your own” dinners)
- **\$4,825** includes above plus meals and lodging at the Nittany Lion Inn or The Penn Stater (you are responsible for travel)

Discounts

A 20% discount is available for:

- DoD or government employees
- Penn State Alumni
- Teams of three or more attending this program from one company
- CSCR Corporate Sponsors & other affiliated groups

Earn a Professional Certificate

Grow your career and increase the value you bring to your organization. Earn a Professional Certificate in Strategy and Organizational Performance or Supply Chain by taking a series of three programs, in any order, over any period of time. Visit our website for full details.

Custom Learning Solutions

We work with organizations to create custom learning solutions focused on your unique goals, challenges, and performance needs. Your solution may be a single intervention, a virtual experience, or a multi-session program supporting long-term change initiatives. Please call us to learn more.

Our Learning Solutions Associates are ready to assist you with course reservations or additional details. For information on our full portfolio of offerings—including custom learning opportunities—call or visit us on the web.

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