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SENIOR MANAGEMENT DEVELOPMENT PROGRAMME

PREMISE

In today's complex, fast-paced, and competitive environment, executives must be adept at moving quickly out of their comfort zones to build new capabilities. This training program prepares fast-track leaders to move from mastery of one focused area to success in a broader role. During one intense, transformative week, you will expand your business acumen in key areas as you benefit from the expertise of global participants from a wide variety of industries, functional areas, cultures, and geographical regions.

The knowledge you gain from group discussions led by Summit faculty, a competitive strategy simulation that dramatizes the connection between management decisions and business results, and peer mentoring will have immediate relevance and impact when you are back on the job. The Senior Management Development Programme (SMDP) aims to equip senior managers with the necessary knowledge, leadership and change management skills to function effectively within a corporate environment. It will provide an opportunity to develop the competencies required to tackle management challenges with confidence.

SPECIFIC OBJECTIVES

At the end of this training programme, participants would be able to:

- Ø Analyze the financial health of an organization and recommend ways of improving its financial viability;
- Ø Draw up an advanced marketing plan incorporating all the facets of a sound marketing approach;
- Ø Manage, organize, motivate and build people into a great team through considering their personal management and leadership styles;
- Ø Build an invaluable network of managers who face the same challenges in the work environment;
- Ø Advance your strategic decision-making capabilities to think faster and more creatively about current competitive strategies and solutions.
- Ø Deepen understanding of organizational

dynamics to improve the design and implementation of new initiatives and avoid destructive conflicts.

- Ø Create a plan to implement the lessons of SMDP when you return to work.

COURSE CONTENTS

- Ø Corporate governance that builds value
- Ø Operations Management and Link to Financial Performance
- Ø Marketing Strategy
- Ø Leadership and change management skills
- Ø Building and sustaining a high performing team
- Ø Creating and Sustaining a Competitive Advantage
- Ø The Power of Corporate Culture and How to Harness It
- Ø Executive Negotiation skills development
- Ø Leading Through Emotional Intelligence

TARGET AUDIENCE

Directors, Deputy Directors, Heads of Department, General Managers, HR Managers and Officers, Senior Managers and Supervisors from the Public and Private Organizations.

VENUE	DATE	COURSE FEE
DUBAI	21st - 25th October, 2019	US\$3,000
S/AFRICA	18th - 22nd November, 2019	US\$2,500