



STRATEGIC LEADERSHIP

Interactive Two-day Workshop



Effective Strategy Is Realized Through Effective Leadership

Program Overview

Effective strategies guide companies to a unique high-value position in their market. This leads to a competitive advantage for the companies. Leaders must set a clear vision, align company resources with their vision, and execute their strategic plan to actually achieve a competitive advantage. Dr. Robert Porter developed this highly interactive two-day workshop on Strategic Leadership to help you and your team address these challenges. He combines the art and science of effective leadership with strategic planning methods that work — giving you the opportunity to walk-away with the toolkit you need to gain and sustain a competitive advantage.

This workshop gives you the information you need to succeed as a leader, time to apply newly learned principles to real-world cases and your own organization, and Q&A interaction with Dr. Robert Porter, whose strategic leadership consulting expertise is widely sought.



“I recommend this workshop to any current manager/leader or individual who is moving into a leadership role to gain simple yet highly effective tools to succeed and grow within an organization.”

Rodney Gutierrez, Director of Sales, Orange County Convention Center

September 16 & 17, 2015

UCF Executive Development Center
36 West Pine Street, Orlando, FL 32801

\$750 (see back page for details)

This program is part of our Excellence in Leadership Series.

Key Benefits

- Identify your personal leadership style
- Discover your most effective leadership role and how to adjust when needed
- Learn practical methods to analyze your competition and implement strategy
- Strengthen your ability to lead strategic change
- Appraise your firm's competitive strategic position in the market
- Earn 14.0 Technical Business CPE's and 13.5 HRCI Credits

Who Should Attend

- Mid-level and senior managers or those transitioning into managerial roles across functional areas including, but not limited to operations, R&D, engineering, finance, marketing, HR, across all industries
- Managers, executives, and small business owners with responsibility to develop and influence the strategic direction of their firms

Program Content

Every day, executives face the unique challenges of leading their organization and making decisions in high-pressure situations. This two-day workshop will bring together current research and hands-on experience to successfully prepare you to take on these business challenges. You'll learn ways to improve your leadership effectiveness and gain tools to make a significant impact on your organization.

DAY ONE

Leadership Styles

- Discover Your Behavioral Style of Leadership
- Understand the Style of Your Team Members
- Effective Team Leadership = Reduced Stress, Higher Productivity
- Leadership Examples

Explore Current Leadership Development Tools

- The Role of the Leader, the Follower, the Situation
- Aligning the Roles
- Additional Leadership Tools and Methods

Leadership Case/Application – Part 1

- Case overview and introduction
- Team analysis of case – work in teams

Leadership Case/Conclusion – Part 2

- Team discussion and application of analysis
- Results of Leadership Case Analysis

Leadership/Day 1 Summary

- Individual takeaways
- Individual leadership in preparation for organizational leadership

DAY TWO

The Strategic Management Process Map

- Determining a Firm's Competitive Advantage
- Methods/Tools to Effectively Analyze a Firm's Strategy
- Methods/Tools to Effectively Analyze the Competition's Strategy

Strategic Leadership

- Management vs. Leadership – the Difference Matters
- The Role of Leadership in Strategy

Strategy Case/Application – Part 1 - Analysis

- Case overview and introduction
- Team analysis of case – work in teams

Strategy Case/Conclusion – Part 2 - Results

- Team discussion and application of analysis
- Results of Strategy Case Analysis

Strategy/Day 2 Summary

- Takeaways for Application to Your Firm
- Q & A
- Q&A Session

About the Instructor



Robert L. Porter, Ph.D., is an accomplished leader in business development and implementing strategic leadership. He earned his Ph.D. at UCF's College of Business Administration focus on Entrepreneurship and Strategy. He is the Executive Director of the UCF Executive Development Center and he regularly teaches in UCF's Executive & Professional MBA programs.

Prior to joining academe, he enjoyed an illustrious career with General Electric, NCR Power Systems, and AT&T, along with numerous start-ups and entrepreneurial ventures. He also was Chief Operating Officer and member of the organizing team that founded and then successfully sold a community bank.

Program Fees

- \$650 per participant if registered by August 16, 2015 (\$750 regular price thereafter)
- Registration fee includes two days of highly interactive sessions, daily breakfasts, lunches, refreshment breaks, adjacent parking downtown, and all course materials
- Discounts available to multiple attendees from the same organization, non-profits, past EDC workshop attendees and UCF Alumni—contact us for details!

Registration Options

Register Online

<http://business.ucf.edu/strategic-leadership>

Call (407) 235-3903

Email executiveeducation@bus.ucf.edu

Mail online registration form & check payable to:
UCF Executive Development Center
36 West Pine Street, Orlando, Florida 32801