

# Strategic LEADERSHIP

*Effective Strategy Is Realized Through Effective Leadership*

Interactive Two-day Workshop • UCF Executive Development Center, Downtown Orlando



Implementing a business strategy is a key part of ensuring any firm's success. However, today's business environment poses unique challenges to traditional methods, and dynamic strategies must be developed and implemented in conjunction with the firm's leadership. Led by Dr. Robert Porter, **STRATEGIC LEADERSHIP** combines the best methods of strategic management with the art-and-science of effective leadership. This two-day program draws together the most important factors needed to analyze, formulate, and effectively lead the implementation of business strategy—which, in turn, leads to competitive advantage.

Through highly interactive sessions, managers and executives will gain firsthand experience with current strategic management processes. The key principles of effective leadership are combined with these strategic processes to create the most powerful combination possible. You will leave knowing more about your leadership style and potential ways to improve your leadership effectiveness. And you will have a very practical toolkit for leading strategic change.

## KEY BENEFITS:

- ▶ **IDENTIFY** your leadership style
- ▶ **DISCOVER** your most effective leadership role
- ▶ **LEARN** practical methods to analyze and implement strategy
- ▶ **STRENGTHEN** your ability to lead strategic change
- ▶ **APPRAISE** your firm's competitive strategy
- ▶ **EARN** 14.0 Technical Business CPE's and 13.5 HRCI Credits



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

*Please contact us to inquire about upcoming dates.*

**REGISTER ONLINE** at [www.UCFEDC.com/Strategic-Leadership](http://www.UCFEDC.com/Strategic-Leadership) or **CALL** (407) 235-3903

## PROGRAM CONTENT

Every day, executives face the unique challenges of leading teams and making decisions in high-pressure situations. Developed and led by UCF professor, Robert Porter, 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 Style of Leadership
- ✦ Understand the Style of Your Team
- ✦ 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

- ✦ Apply Leadership Methods/Tools to Analyze a Challenging Case

#### Leadership Case/Conclusion – Part 2

- ✦ Results of Leadership Case Analysis

#### Networking Reception

### DAY TWO

#### The Strategic Management Process Map

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

#### Strategic Leadership

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

#### Strategic Leadership Case/Application – Analysis & Results

#### Strategic Leadership Applied to Your Company

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



Dr. Robert Porter

## 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.

## REGISTRATION OPTIONS

Enrollment is limited. Reserve your seat today!

### ► Register Online

<http://www.UCFEDC.com/strategic-leadership>

### ► Call (407) 235-3903

### ► Mail online registration form & check payable to:

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

## PROGRAM FEES

- \$650 per participant if registered by early-bird deadline (\$750 regular price thereafter)

- This seminar includes two days of highly interactive sessions, daily breakfasts, lunches, refreshment breaks, networking reception, adjacent parking downtown, and all course materials.

- Discounts available to multiple attendees from the same organization and UCF Alumni—call us for details!