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. Developed and led by Dr. Robert Porter and Dr. Greg Mathison, 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.
PROGRAM CONTENT

Developed and led by Dr. Robert Porter and Dr. Greg Mathison, this two-day workshop brings together current research and hands-on experience to successfully prepare you to take on challenges of leading teams and formulating strategy in today’s dynamic business environment. You will learn ways to improve your leadership effectiveness and gain tools to make a significant impact on your organization.

DAY ONE

Me as Leader
+ Discovering My Behavioral Style of Leadership
+ Developing My Leadership Effectiveness
+ Vision—Alignment—Execution Model
+ Learning from Experience: Action, Observation, Reflection

You Are There: As Leader, What Would You Do?
+ Applying Leadership Methods to Analyze a Challenging Leadership Case

Effective Team Leadership
+ Building Functional Teams
+ Power and Influence Tactics & Motivation
+ Enhancing My Communication Effectiveness

Situational Variables
+ The Roles of the Leader, the Follower, and the Situation
+ Situational Leadership Model

Summary, Take-Aways, Next Steps

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

ABOUT OUR INSTRUCTORS

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.

Greg Mathison, Ph.D., brings a 30+-year career in public service, healthcare, and education—as clinician, administrator, and governmental policy maker. He holds a Ph.D. in Public Policy and Organizational Psychology. Originally a counseling psychologist, Prof. Mathison later administered health and human services agencies in Minnesota and served as Assistant Secretary of Florida’s Department of Health and Rehabilitative Services. Currently serving as Cisco Systems’ Global Solutions Manager for Education, Prof. Mathison has taught in several universities for more than 30 years. He currently is a Graduate Faculty Scholar at the University of Central Florida.

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 October 14th ($750 regular price thereafter)

► This seminar 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 and UCF Alumni—call us for details!