

GULF INSTITUTE



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The Oxford 10-Day MBA

INTRODUCTION

- In today's highly competitive environment, it is crucial to have a thorough understanding of the multi-dimensional issues faced in managing a business or department effectively. This "10-Day MBA" will focus on issues and dilemmas faced in today's changing world.
- This Oxford 10-Day MBA training course is designed to stretch delegates, in order to equip them with the knowledge and confidence to lead and manage in a fast moving and complex business environment. This Management & Leadership training course is a unique distillation of the skills that you need to be successful in business.

OBJECTIVES

The principal objectives of this training course can be set out in the following way:

- To enable delegates to understand how human resource management is critical to success in increasingly competitive markets
- To learn the most effective approaches to gaining and sustaining personal effectiveness against a rapidly changing business environment
- To learn how to build effective teams and develop high levels of individual and team performance
- To present the power of strategic thinking and business planning in creating an environment and culture of profitable growth and positive change
- To understand the linkage and significance of aligning the strategic and operational levels of managing a business
- To enable delegates to cope with the changing determinants of sustainable high-level organizational and individual performance

TRAINING METHODOLOGY

- This The Oxford 10-Day MBA training course will be delivered in an interactive and fast-paced manner, combining several learning mechanisms. There will be some formal exposition of tools and techniques in each of the two modules. In addition there will be plenty of opportunity for discussion of real-life examples and for work in small groups on case studies. It is also intended to use DVD presentations by acknowledged world-class authorities on the main subjects.

ORGANISATIONAL IMPACT

In sending delegates to this training course, the sponsoring organizations can expect to gain the following benefits:

- Greater staff awareness of the requirement for creative and innovative thinking in today's organizations
- Improved teamwork amongst delegates from different specializations within the organization
- Opportunity for further internal dissemination of practical methods, tools and techniques that can help improve outputs from all resources used in a business (people, capital, technology and products)
- Improved leadership and management at key levels of staff in an organization
- Improved motivation of key staff to create superior performance in engaging competitors, customers and partners in an increasingly international environment
- Improved understanding by staff of the impact of their specialist activity on the overall performance and potential of the organization

PERSONAL IMPACT

- Greater confidence in discussing major development issues within their organization
- A very much broader appreciation of the ways in which human, financial, commercial and technical issues interact in developing organizations
- A sharper appreciation of the contribution that individual specializations make to creating and enhancing an organization's competitive capability
- A fuller understanding of the difference and interdependence between strategic and operational dimensions of management
- Learning by case-studies of other organizations and through interaction with experienced managers from different organizations
- Ability to make a direct contribution to creating tomorrow's organization out of today's organization

WHO SHOULD ATTEND?

Many types of delegate can expect to benefit from this Management & Leadership training course. Delegates with the following backgrounds would be appropriate:

- Commercial Managers
- Government Officials
- Managers in Financial Institutions
- Directors of Medium-sized Enterprises
- Scientific and Technical Managers
- Operational and Human Resource Managers

Course Outline

MODULE I: Mastering People Management & Team Leadership

Understanding Your Role

- Leader or Manager?
- Self-perception
- Beyond the Job Description: Finding out what your organisation requires of you
- Balancing Conflicting Stakeholder Demands
- Understanding the Nature of Change
- A Model for Implementing Change

Personal Effectiveness, Time Management and Delegation

- Understanding Yourself and Your Organisational Environment
- Outcome Orientation
- Setting Personal and Team Objectives
- Managing Performance
- Finding and Using Time Effectively
- A Model for Effective Delegation

Communication, Influence & Conflict Management

- Channels of Communication
- Effective Listening Skills
- Emotions and Rapport
- Persuasion and Negotiation: The Keys to Personal Influence

Team Building, People Management and Motivation

- How high-performing teams work?
- Identifying Team Roles
- Teams in Practice: Teambuilding Exercise
- Motivation and Reward
- Building and Sharing a Vision
- Different Approaches to Leadership

Enhancing Team Performance through Coaching and Development

- How people learn?
- Coaching for Personal and Team Growth
- Feedback Skills
- Development Planning
- Next Steps

MODULE II: Strategic Thinking & Business Planning

Strategic Thinking and Planning

- The Essence of Strategy – core concept and definition of terms
- The Difference between Good Strategy and Bad Strategy
- How to Think Strategically – some techniques
- Leadership and Management, Comparing Strategy and Operations
- Strategic and Operational Goals – the significance and difference
- Using the Strategic Management System

Developing Strategy – The Power of Business Analysis

- Understanding the Importance and Value of a “business model”
- Vision, Values, Mission and Goals – strategy as perspective
- Case Examples and Guidelines: Vision and Mission Statements
- Analysing your Business Environment
- How to Evaluate Your Organization’s Competencies and Capabilities
- Resource-based Approaches to Strategy

Strategy Development, Choice and Translation

- Levels of Strategy: Corporate, Business and Functional
- Competitive Strategy – strategy as position
- Emergent Strategies – strategy as patterns
- Uncertainty and Scenarios – strategy as plans
- Strategic Choice – how to select the best strategy
- Translating Strategy with Strategy Maps and Balanced Scorecards

Embedding Strategy in the Organisation

- Communicating Strategy and Managing Stakeholders
- How to Manage Strategic Risk
- Alignment of Operations with Strategy
- Strategic Performance Measurement
- Managing Implementation – effective execution of strategy
- Integrating Strategic and Operational Management Processes

Bringing It All Together

- Good Strategy - case examples
- Building a Strategy / Business Planning Team
- Analysing Business Models and Strategies in an Industry
- Understanding and Overcoming Psychological Bias
- Overview of the whole course
- Action Planning and Next Steps

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