

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2242](http://www.amanet.org/2242)

# Moving from an Operational Manager to a Strategic Leader

**Seize this opportunity to anticipate, initiate and manage change.**

Learn to become an innovator, a persuasive player and a champion of strategic change. This seminar gives you the right practice to close the gap between where you are now and where you want to be. You'll conduct SWOT analysis, leverage key prospects for strategic opportunities and inspire risk taking and innovation.

Seize the chance to make your mark. This seminar gives you the skills to add value to your organization and move your team forward decisively.

## How You Will Benefit

- Inspire and direct your team to greater readiness and competitiveness
- Use strategic thinking to add value to your organization by understanding the needs and expectations of your customers
- Anticipate and innovate strategies to link strategic vision to core capabilities
- Recognize opportunities to influence and create strategic alliances
- Use strategic thinking to identify key strengths and weaknesses in your work group
- Encourage and support risk taking and innovation at all levels
- Develop persuasive skills to sell your strategic ideas

## What You Will Cover

### Developing and Balancing Operational and Strategic Management Skills

- Establish a working definition of operational management
- Explore the key attributes of today's strategic leaders

### Creating a Strategic Frame of Reference

- Understand the key components of the strategic leadership model
- Develop a strategic leader's approach for your own work environment

### Understanding Your Current Operational Mission: Your Team, Your Customers and Your Competitors

- Strategic thinking: moving from a limited context to a broader view
- Understand how to apply a SWOT analysis to your team
- Create a mission statement defining the operational reality of your work

group

## **Developing a Strategic Vision: Moving from What Is to What If**

- How to identify priority issues to create your strategic advantage
- Encourage innovative solutions
- Prepare a draft of a vision statement

## **Making Your Vision a Reality: Influencing Key Stakeholders**

- Develop their persuasive skills
- Explore a range of options for influencing others

## **Your Personal Plan: Developing and Selling Your Vision of the Future**

- Communication strategies to sell your strategic plan
- Conduct key conversations to encourage innovation and risk taking

## **Who Should Attend**

Managers with fewer than five years of management experience who want to move into a more strategic role.

## **Special Feature**

### **This Seminar Features Blended Learning.**

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

## **Schedule**

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,889 GSA

## **Credits**

1.2 CEU /12 PDCs/12 PHR  
12 SPHR

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