

## MOVING FROM AN OPERATIONAL MANAGER TO A STRATEGIC LEADER

Seize this opportunity to anticipate, initiate and manage change.

Seminar #2242

### Overview

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.

### Schedule

- [2] days
- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,708 GSA

### Credits

1.2 CEU /12 PHR /12 SPHR

### Schedule

We have 22 scheduled sessions located nationwide starting between 6/11/2012 - 2/4/2013

Date	Location	Duration
Jun 11, 2012 - Jun 12, 2012	New York, NY	2 Days
Jun 21, 2012 - Jun 22, 2012	Dallas, TX	2 Days
Jul 12, 2012 - Jul 13, 2012	New York, NY	2 Days
Jul 19, 2012 - Jul 20, 2012	Chicago, IL	2 Days
Jul 26, 2012 - Jul 27, 2012	Arlington/Washington DC, DC	2 Days
Jul 30, 2012 - Jul 31, 2012	San Francisco, CA	2 Days
Aug 16, 2012 - Aug 17, 2012	Los Angeles, CA	2 Days
Aug 20, 2012 - Aug 21, 2012	New York, NY	2 Days
Sep 13, 2012 - Sep 14, 2012	Chicago, IL	2 Days
Sep 27, 2012 - Sep 28, 2012	Arlington/Washington DC, DC	2 Days
Oct 1, 2012 - Oct 2, 2012	New York, NY	2 Days
Oct 15, 2012 - Oct 16, 2012	Atlanta, GA	2 Days
Oct 25, 2012 - Oct 26, 2012	San Francisco, CA	2 Days
Nov 1, 2012 - Nov 2, 2012	Dallas, TX	2 Days
Nov 8, 2012 - Nov 9, 2012	Arlington/Washington DC, DC	2 Days
Nov 12, 2012 - Nov 13, 2012	Chicago, IL	2 Days
Nov 29, 2012 - Nov 30, 2012	San Francisco, CA	2 Days
Dec 17, 2012 - Dec 18, 2012	New York, NY	2 Days
Jan 10, 2013 - Jan 11, 2013	Arlington/Washington DC, DC	2 Days
Jan 24, 2013 - Jan 25, 2013	Chicago, IL	2 Days
Jan 31, 2013 - Feb 1, 2013	New York, NY	2 Days
Feb 4, 2013 - Feb 5, 2013	Los Angeles, CA	2 Days

Registering more than 4 people, please call 1-877-566-9441.

### 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**

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.

### **Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)