

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/2209](http://www.amanet.org/2209)

## Strategy Execution: Getting It Done

**Get the skills and knowledge to accomplish what so many others don't—the successful implementation of strategic goals.**

Whether it's entering new markets, repositioning, outsourcing, or undertaking new initiatives or technology, execution of strategic goals is often a graveyard of good intentions. A recent strategy execution study of a broad group of leaders found that 65% of them do not consider their own organization successful at executing their strategies.

### How You Will Benefit

- Apply basic elements of strategy execution to your own strategic initiative
- Recognize factors affecting your ability to execute your organization's strategy
- Break large, long-term strategic initiatives into smaller, achievable projects
- Map your own strategic goals against the vital points of success, failure and resistance
- Utilize skills that can gain and sustain support across organizational boundaries
- Identify ways to better align your strategy with departmental and organizational goals

### What You Will Cover

- Using Mind Mapping to define and refine a strategic initiative
- Designing a strategic execution goal for a successful outcome and preparing for results
- Planning and leading an energizing launch for a strategic initiative-focused project
- Using plans, schedules, budgets and controls to track the progress of your strategic initiative
- Overcoming opposition and unforeseen obstacles using political skills and creative problem solving

### Who Should Attend

Experienced leaders who need to successfully execute their part of larger scope, mission-critical strategic initiatives.

## Special Feature

### EXTRA

Two weeks before your seminar, you will receive a pre-work assignment. You will need to identify a strategic initiative you have responsibility for executing, meet with your manager to clarify the project specifications and complete the Strategic Initiative Summary Worksheet.

### Schedule

- [3] days - \$2,645 Non Members
- [3] days - \$2,395 AMA Members
- [3] days - \$2,268 GSA

### Credits

21 CPE /18 PDU/18 PDU\_S&B

1.8 CEU

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