

American Management Association's Moving from an Operational Manager to a Strategic Leader

Learning Objectives

- Define Operational Management and Strategic Leadership
- Understand the Classic Strategic Model
- Develop a SWOT Analysis for Your Work Group
- Create a Target for Future Success
- Develop a Mission Statement for Your Work Group
- Establish Linkage Between the Mission and Vision
- Encourage Innovation in Your Team
- Create a Strategic Approach to Your Particular Work Situation

Developing and Balancing Your Operational and Strategic Management Skills

- Establish a Working Definition of Operational Management
- Explore the Key Attributes of Today's Strategic Leaders
- Find the Balance Between These Core Competencies
- Reflect on Your Current Use of Operational Management and Strategic Leadership in Your Own Work Setting

Creating a Strategic Frame of Reference

- Understand the Key Components of a Strategic Frame of Reference
- Define Key Outputs at Each Level
- Develop a Strategic Leader's Approach for Your Own Work Environment

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

- Clarify the Purpose of Your Work Group in the Context of Your Organization
- Draft a Mission Statement Defining the Operational Reality of Your Work Group
- Create a SWOT Analysis to Help You Understand Your Team, Your Customers, and Your Competitors

Developing a Strategic Vision: Moving from “What Is” to “What If”

- Assess Customers’ Needs, Wants, and Expectations
- Determine Optimal Approaches for Developing Customer Data and Input
- Learn to Use an Importance/Performance Matrix to Set Priorities for Your Work Group
- Understand the Power of Vision
- Create a Linkage Between the Organizational Vision and Your Work Group’s Mission

Making Your Vision a Reality: Influencing Key Stakeholders

- Develop Persuasive Skills to Sell Your Strategic Ideas
- Explore a Range of Options for Influencing Others
- Assess Your Ability to Encourage Innovation
- Learn How to Conduct 5 Key Conversations to Encourage Innovation in Your Group

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

- Complete a Strategic Frame of Reference for Your Department, Work Unit, or Team
- Prepare to Communicate Their Mission and Vision Statements Strategically
- Identify and Practice the Key Conversations You Intend to Have Upon Your Return to Work
- Develop a Personal Plan of Action