

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

Learning Objectives

- Encourage All Managers and Employees to Think Strategically
- Encourage All Employees to Share in Developing and Working Toward a Strategic Vision of the Future for Their Organization to Be Successful
- Encourage Participants to Continually Ask Themselves, “What Can I Do to Contribute?” and, As a Work Group or an Organization, “Where Are We Going?”

LESSON ONE

Developing and Managing Your Operational Management and Strategic Leadership

- Define Operational Management
- Define Attributes of Strategic Leaders
- Determine How to Balance Your Skills
- Identify Your Current Skills

LESSON TWO

Creating a Strategic Frame of Reference

- Describe the Strategic Frame of Reference
- Define Key Outputs
- Develop a Strategic Leader’s Approach

Understanding Your Current Operational Mission

- Clarify the Purpose of Your Work Group
- Draft a Mission Statement
- Create a SWOT Analysis

LESSON THREE

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

- Assess Customer Needs, Wants, and Expectations
- Determine an Approach for Developing Customer Data
- Use an Importance/Performance Matrix
- Create Linkage Between the Mission and Vision
- Describe the Power of Vision

LESSON FOUR

Making Your Vision a Reality: Influencing Innovation

- Use Persuasive Skills
- Describe Influencing Options
- Assess Your Ability to Encourage Innovation
- Conduct Five Key Conversations

Your Personal Plan

- Complete a Strategic Frame of Reference
- Prepare to Communicate Your Mission and Vision Statements
- Identify and Practice a Key Conversation You Intend to Have Upon Your Return to Work
- Consolidate Your Personal Plan of Action