

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

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

1.8 CEU /21 CPE/18 PDU
18 PDU_S&B

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