London TDM

Management and Leadership

Course Venue: United Arab Emirates - Dubai

Course Date: From 22 March 2026 To 26 March 2026

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

This 5-day course is designed to equip senior executives with the advanced strategic management skills and tools needed to lead their organizations effectively in a rapidly evolving business environment. Participants will engage with contemporary strategic frameworks, learn to navigate complex business challenges, and drive sustainable growth and competitive advantage.

Objectives

- Enhance strategic thinking and decision-making capabilities.
- Develop skills to lead and manage strategic change initiatives.
- Analyze and respond to dynamic market conditions and competitive pressures.
- Integrate sustainability and ethical considerations into strategic management.
- Improve leadership competencies in driving strategic business outcomes.

Course Outlines

Day 1: Strategic Thinking and Analysis

- Introduction to Strategic Management Frameworks
- Advanced SWOT and PESTLE Analysis
- Understanding Competitive Forces and Industry Dynamics
- Scenario Planning for Uncertainty
- Case Study: Strategic Planning in Action

Day 2: Strategic Leadership and Innovation

- Role of Leaders in Strategic Management
- Fostering a Culture of Innovation and Change
- Leadership Styles and Their Impact on Strategy
- Aligning Leadership with Corporate Strategy
- Workshop: Leadership Challenges and Opportunities

Day 3: Strategic Implementation and Change Management

- Translating Strategy into Actionable Plans
- Managing Strategic Change and Overcoming Resistance
- Tools for Effective Strategy Execution
- Monitoring and Evaluating Strategic Performance
- Interactive Session: Problem-Solving in Implementation

Day 4: Competitive Strategy and Market Positioning

- Strategies for Gaining and Sustaining Competitive Advantage
- Positioning and Differentiation in Competitive Markets
- Global Strategy and Cross-Cultural Considerations
- Ethical Implications of Competitive Strategies
- Group Activity: Crafting a Competitive Strategy

Day 5: Strategic Sustainability and Corporate Responsibility

- Integrating Sustainability into Corporate Strategy
- Corporate Social Responsibility and Ethical Leadership
- The Role of Executives in Driving Sustainable Change
- Measuring and Reporting on Sustainability Initiatives
- Panel Discussion: Future Trends and the Executive's Role