

THE MANAGER AS A STRATEGIC LEADER



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TRAINING CENTER



Introduction

The Manager as a Strategic Leader Training Course helps managers move beyond daily delivery and act with a strategic view of their unit and its place in the organization. Participants examine how to read the business context, translate strategy into team priorities, and make decisions that hold up over time. The programme connects strategic thinking with the practical leadership of people, resources, and change. As a result, learners gain a way of thinking, not just a set of tools. Furthermore, the course strengthens judgement, influence with senior stakeholders, and the discipline to align everyday work with long-term direction.

The Manager as a Strategic Leader Course Objectives

- Explain the difference between operational management and strategic leadership.
- Read the business context using PESTLE, SWOT, and scenario planning.
- Apply Porter's Five Forces and the VRIO framework to assess position and capability.
- Translate organisational strategy into team objectives with the Balanced Scorecard and OKRs.
- Align resources, budgets, and initiatives with strategic priorities.
- Make decisions using decision matrices and multi-criteria decision analysis.
- Build influence with senior stakeholders using power-interest grids.
- Lead change with Kotter's eight steps and the ADKAR model.
- Set performance metrics and review rhythms with clear baselines and targets.
- Coach and develop team members to think and act more strategically.

Course Methodology

- Interactive sessions built on managerial strategy cases.
- Workshops on context analysis, objective cascade, and decision practice.

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- Group work on alignment, stakeholder plans, and change design.
- Hands-on practice with Balanced Scorecard, OKRs, decision matrices, and metrics.
- Simulation of a contested resource decision and a strategy cascade failure.
- Facilitator coaching and peer review on personal strategic leadership plans.

Who Should Take This Course

- Middle managers and department heads.
- Functional and unit managers with delivery responsibility.
- Senior specialists moving into managerial roles.
- Programme and change managers.
- Managers preparing for broader strategic responsibility.
- Consultants supporting strategy execution inside organisations.

The Manager as a Strategic Leader Course Outlines

Day 1: From Managing Work to Leading Direction

- Operational management versus strategic leadership.
- What senior stakeholders expect from managers.
- Levels of strategy: corporate, business, and functional.
- Thinking in systems, trade-offs, and consequences.
- Strategic intent and how it reaches a team.
- Personal credibility and strategic self-awareness.
- Case discussion: a manager who optimised the wrong thing.

Day 2: Reading the Context and Setting Direction



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- PESTLE and scenario planning for the business environment.
- SWOT analysis and strategic group thinking.
- Porter's Five Forces and competitive pressure.
- VRIO framework and capability assessment.
- Value chain analysis and where the unit adds value.
- Turning context into priorities for a team.
- Workshop: analysing a business context and proposing priorities.

Day 3: Translating Strategy into Objectives and Decisions

- Cascading strategy with the Balanced Scorecard.
- Setting objectives and key results with OKRs.
- Aligning budgets, resources, and initiatives with priorities.
- Decision matrices and multi-criteria decision analysis.
- Root cause analysis and problem framing.
- Strategic risk thinking and mitigation planning.
- Exercise: building a team scorecard linked to strategy.

Day 4: Influence, Stakeholders, and Managing Upwards

- Stakeholder mapping with power-interest grids.
- Building influence without formal authority.
- Structured briefing and the pyramid principle (Minto).
- Negotiating resources and priorities with senior leaders.
- Managing upwards and representing the team.



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- Handling disagreement and competing priorities.
- Simulation: defending a team's priorities in a contested forum.

Day 5: Leading Change, Performance, and Strategic Leadership

- Leading change with Kotter's eight steps and the ADKAR model.
- Performance metrics, baselines, targets, and review rhythms.
- Building a strategic mindset across the team.
- Coaching with the GROW model for strategic thinking.
- Sustaining alignment when priorities shift.
- Personal strategic leadership development planning.
- Capstone: presenting a strategic leadership plan for a unit.

Conclusion

By successfully completing The Manager as a Strategic Leader, participants will gain a practical command of context analysis, strategy translation, decision quality, and stakeholder influence. They will acquire skills in objective cascade, resource alignment, performance measurement, and change leadership that connect daily work to long-term direction. Gentex Training Center designs the programme to help managers lead with a strategic view.

FAQs





Q1 What is the "The Manager as a Strategic Leader" course about?

It helps managers move beyond daily delivery and act with a strategic view of their unit and its place in the organization. The course spans the shift from managing work to leading direction, context analysis, strategy translation, influence and managing upwards, and change and performance leadership.

Q2 What are the key benefits of the "The Manager as a Strategic Leader" course?

You gain a way of thinking, not just a set of tools. The course improves context judgement, tightens the link between team objectives and organisational strategy, sharpens resource decisions, and strengthens your ability to influence senior stakeholders and defend priorities credibly.

Q3 What skills will I gain from the "The Manager as a Strategic Leader" course?

You will develop four core skills: strategic context analysis and direction setting, strategy translation into objectives and scorecards, decision quality and resource alignment, and stakeholder influence with change leadership.



Q4 What tools, methods, or standards are covered in the "The Manager as a Strategic Leader" course?

The course covers PESTLE, SWOT, scenario planning, strategic group thinking, Porter's Five Forces, the VRIO framework, value chain analysis, the Balanced Scorecard, OKRs, decision matrices and multi-criteria decision analysis, root cause analysis, strategic risk mitigation, power-interest grids, the pyramid principle (Minto) for structured briefing, performance metrics with baselines and targets, the GROW coaching model, Kotter's eight steps, and the ADKAR model.

Q5 How is the "The Manager as a Strategic Leader" course applied in real-world practice?

Participants apply it to real work such as linking a team scorecard to organisational strategy, negotiating resources for a priority initiative, defending a unit's plan in a senior forum, and leading a change that affects how the team works. The same methods support performance reviews and budget discussions.