

Training Title
Strategic Business Leadership

Training Outline:

Class-1: Fundamental of Leadership

- See Yourself as a Leader (Apply the Law of Cause and Effect and the Law of Belief)
- Instill Meaning and Purpose
- Leadership Models
- Action Orientation

Class-2: Strategic Leadership and Culture

- The Leader as Strategists
- External Analysis- Porter's Five Forces, PESTLE Analysis, Scenario Analysis and Benchmarking
- Internal Analysis- SWOT, VRIO, Value Chain Analysis and Core Competencies
- Strategy Evaluation and Control

Class-3: The Art of Creative Thinking

- Be a beginner, forever
- Be the medium of your medium
- Be a generator
- Be committed to commitment
- Be perceptive about perception
- Be naturally inspired
- Grow old without growing up
- Open your mind
- Immerse yourself and stay playful

Class-4: Blue Ocean Strategy

- Concept and Examples
- Value Creation
- ERRC Grid
- Buyer Utility Mapping
- Understand the Non-Customers
- Strategy Canvas

Class-5: Leadership Communication

- Emotional Intelligence
- Be Solution Oriented
- Build a Championship Team
- Power through Cooperation

Class-6: Project Work on Situational Leadership Models

- Quiz and Course Feedback