

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

Learning Objectives

- Define Operational Management and Strategic Leadership
- Understand the Classic Strategic Model
- Develop a SWOT Analysis for Your Work Group
- Create a Target for Future Success
- Develop a Mission Statement for Your Work Group
- Establish Linkage Between the Mission and Vision
- Encourage Innovation in Your Team
- Create a Strategic Approach to Your Particular Work Situation

Developing and Balancing Your Operational and Strategic Management Skills

- Define Operational Management
- Explore Attributes of Strategic Leaders
- Recognize the Need for Balance Between These Two Roles
- Reflect on Your Use of These Skills

Creating a Strategic Frame of Reference

- Understand the Strategic Frame of Reference
- Define Key Outputs at Each Level
- Develop a Strategic Leader's Approach

Understanding Your Current Operational Mission: Your Team, Your Customers, and Your Competitors

- Clarify the Purpose of Your Work Group
- Draft a Mission Statement for Your Work Group
- Create a SWOT Analysis to More Fully Understand the Competitive Landscape

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

- Assess Customers’ Needs, Wants, and Expectations
- Determine Approaches for Developing Customer Data
- Use an Importance/Performance Matrix to Set Priorities
- Understand the Power of Vision
- Create a Linkage Between the Organizational Vision and Mission

Making Your Vision a Reality: Influencing Key Stakeholders

- Develop Persuasive Skills to Sell Your Strategic Ideas
- Explore Ways to Influence Others
- Assess Your Ability to Encourage New Ways of Thinking
- Learn How to Conduct 5 Key Conversations to Encourage Innovation

Your Personal Plan: Developing and Selling Your Vision of the Future

- See the Merit of the Strategic Frame of Reference You Created for Your Department
- Share Your Vision and Mission Statements with Others as You Would to Senior Executives in Your Company
- Identify and Practice the Key Conversations You Intend to Have upon Your Return to Work
- Develop a Personal Action Plan for Going Forward