



EFFECTIVE STRATEGIC LEADERSHIP® Program Outline

INTRODUCTION / KICKOFF

ONE: The Power of Strategic Leadership

The Need for Organizational Strategy
Developing an Effective Strategy
The Purpose of Organizational Strategy
Obstacles to Strategic Success
Your Role in Organizational Strategy

TWO: Strategic Purpose: Why We Exist

Purpose of the Organization
Developing Your Strategy
Defining Your Strategic Purpose
Commitment to Achievement and Productivity
Leading through Strategic Purpose
Integrating Personal and Business Goals

THREE: Strategic Assessment: Where We Stand Now

The Essence of Strategic Leadership
Effective Strategy for Today
Achieving Outstanding Performance
What is Strategic Assessment?
Identifying Goals

FOUR: Strategic Development: Where We Want to Go

Developing Strategic Goals
The Total Strategy Map
Building Your Organization
Impact of Goals on Behavior

FIVE: Strategic Execution: Making Strategy Happen

Cascading Strategy Through the Organization
What Do Your People Need?
Building a Management System
Achieving Ownership of Goals
The Purpose of Measurement
Who Keeps Score?
Review and Update

Plan of Action

1. Growth Strategy
2. Innovation Strategy
3. Re-engineering Strategy
4. People Strategy
5. Scorekeeping