

Workshop on 'Strategic Leadership Masterclass for CEOs'

Recipe for sustainable Growth

9 AM – 5 PM Friday, 13 September 2019, Starottel, Usmanpura, Ahmedabad

Dear Sir/Madam,

EEPC INDIA in association with **GEMS Chamber Of commerce- Gujarat Chapter** organizing a one day Workshop on Strategic Leadership Masterclass for CEOs on 13 September 2019 at Starottel, Ahmedabad

Strategic leadership refers to a leader's potential to express a strategic vision for the organization, or a part of the organization, and to motivate and persuade others to acquire that vision. Strategic leadership can also be defined as utilizing strategy in the management of employees.

There is a well-known industry statistic that is often misquoted; '90% of strategies fail.' This is not true, true is 90 % company fails without strategy or strategies fail in execution. It requires both strategic direction and leadership ability to execute it. This workshop focuses on how to develop strategy and execute it

A company needs to plan for the future, communicate the plan, implement the plan, monitor progress and modify the plan continuously. A strategy is a living thing. It must become part of the day-to-day, week-to-week and month-to-month business process.

Strategy encourages strategy thinking and acting in order to develop a basis for a distinct competitive position in the marketplace.

How will you benefit?	<ul style="list-style-type: none">● Be proactive rather than reactive organization.● A strategic plan allows organizations to foresee their future and to prepare accordingly.● Set up a sense of direction.● Increase operational efficiency.● Increase market share and profitability.● Make you business more durable.
Who should attend?	Chairman, Board of Directors, M.D., President, VP, Entrepreneurs, CEO, COO, CFO, Partners, Business Owners, Unit Head, Site Head, Operational Excellence Head...

Course Methodology	<ul style="list-style-type: none"> ● Presentations ● Case Studies ● Audio – Video ● Exercise ● Learning by Doing
Course Content	<p>Module-1- Introduction to Strategic Management</p> <ul style="list-style-type: none"> · Recipe for World Class Organization · What is strategy? · The role of strategy · Strategic decisions · Aligning strategy and organization · Strategic context of the firm · Industry Analysis: Porter's framework · VRIO framework · Sustenance of competitive advantage
	<p>Module-2- Strategic Leadership</p> <ul style="list-style-type: none"> · 4 Stages of Leadership · CEO's Personal Productivity · Leading Self · Leading Others · Strategic Leadership · Sustenance of competitive advantage
Activity	<p>Strategy Self-Assessment.</p>

There is no registration fee for the seminar. You are requested to send the confirmation through the attached registration form as early as possible to enable us to make the necessary arrangements.

Kindly note that there are limited seats are available on first come first served basis only.

Sudhakaran Nair
Deputy Director

EEPCINDIA
ENGINEERING THE FUTURE
REGISTRATION FORM

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PLEASE SEND YOUR CONFIRMATIONS TO: snair@eepecindia.net / eepecsroahd@eepecindia.net / agaikwad@eepecindia.net

Name of the 1st Participant : _____

Designation : _____

Name of the 2nd Participant : _____

Designation : _____

Name of Additional Participants : _____

Designation : _____

Company Details

Name : _____

Address : _____

GSTIN NO. : _____

Tel. Nos. : _____

Mobile Nos. : _____

Fax Nos. : _____

Email : _____